

BLUE SKY MARKETING

CASE STUDY



Eyes4Research

Client: Blue Sky Marketing

The Client approached Eyes4Research to conduct a study targeting avid coffee drinkers who resided in both urban and suburban areas nationwide.

The study's primary target audience was probable liberal-leaning, eco-conscious individuals who lived in these areas and who stated that they drink coffee weekly.



The challenge

- The sample needed to target an equal gender split.
- The sample needed to fall within the target age of 18-44 years of age.
- The Client also requested that the annual HHI per individual needed to exceed \$50K, with an exception for respondents who are aged 18-24, who were allowed to have an HHI of between \$25K-\$49,999K.

The following project requirements apply:

- Sample size- 2000
- Region- US
- Field Time- 7-10 days
- LOI- 10-15 minutes

The Response & Strategy

Using Eyes4Research's robust consumer panel, we were able to pre-test the study within 2 days of project approval. We achieved n+150 completed surveys during the pre-test.

This allowed us to be well-positioned to specifically target individuals in the Client's desired sample in each of the requested regions nationwide.





The Results

Through our responsive targeting, ongoing vigilance to ensure the accuracy of the sample, and the depth of our consumer panel, Eyes4Research met the Client's goals and delivered a total of 2000 completed surveys, based on the following regional specifications.

n=4600	MAX
New York	1750
Los Angeles	900
San Francisco	250
Chicago	650
Boston	200
Miami	150
Dallas	350
Austin	250
Philadelphia	400
Seattle	200
San Diego	300
Washington DC	200
Denver	200

Male	2500
Female	2500

18-24	1750
25-34	1750
35-44	1750





Eyes4Research provided the Client with data collection that was delivered on time and was well within the original budget for the project.

The Client was delighted that the timely delivery allowed them to conduct their own analysis and present the findings to their Client, also in a timely manner.

Start your research on the right path

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