



## case study

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### international data collection

#### Challenging global study with very little pre-defined criteria and tight timelines

**Client overview:** Rated amongst the top 5 MR firms in the 'Honomichl Global Top 25' companies report

**Challenges:**

- A global study with individual needs - Fieldwork conducted in 18 countries with Core questionnaire / Brand list / Demographics specific to each market. With 20+ versions of those three elements, our team had to coordinate and deliver under tight timelines.
- Defining roles and responsibilities, programming strategy, designing data layout - Standard requisites led to multiple and complex technical and business decisions. From initial contacts to completion of fieldwork, the team has had to fine tune client's requirements with our recommendations for best practice and most efficient solutions.

**Scope of work:** Liaison with client and local agencies, data collection and checking validity of the responses received, round the clock hardware and software support.

**Tools:** Dimensions, SPSS

**Team size:** 3-4

**Value delivered:**

- Integrity of the data collected for all markets validated by the client.
- The client was aware of the very challenging nature of this study and very happy with the final delivery despite not having final material at the set up stage that required a great deal of flexibility and control at Ugam's end.



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