



## case study

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### survey programming

#### Exclusive online omnibus research with extremely quick turnaround timeline

**Client overview:** Rated amongst the top 10 MR firms in the 'Honomichl Global Top 25' companies report, with offices in important geographies around the world.

**Challenges:** Meeting client's schedule towards programming surveys for online research. Graphics and textual content need to be incorporated for studies as diverse as -

- Studies requiring visual images
- Awareness and usage studies
- Point-in-time tracking
- Concept testing
- Incidence checks
- Screening for follow-up studies
- Surveys of low-incidence groups
- Public relations applications

**Scope of work:** Weekly, five online surveys of 1,000 respondents who are nationally representative of the American adult population

**Tools:** Dimensions IOM v5.5

**Team size:** 3-member team working round the clock across different shifts

**Duration of project:** One-day turnaround for each survey

**Value delivered:**

- Consistent performance on the delivery of these extremely quick turnaround projects on a daily basis.
- Necessary flexibility to adapt and handle the varied length of the various projects and still meeting the fixed daily timelines.



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