



Case study

Telenacion

Issue:

A major fast food company wanted to measure fast food usage among Hispanics in 3 major Hispanic markets: Los Angeles, New York and Miami.

Action:

TeleNación was able to quickly and cost effectively conduct 900 interviews among the 3 markets. The fast food company used the results to measure the incidence of Hispanic fast food usage among the 3 markets. It also served as a benchmark for future studies for brand awareness, specific usage of the brand and perception of value among Hispanics.