



Case study

Telenacion

Issue:

A large, consumer package goods company wanted to test 4 new drink concepts and validate data from an earlier quantitative study. They had conducted their study in 4 major Hispanic markets: Los Angeles, New York, Chicago, and San Antonio.

Action:

TeleNación was used to conduct a 1,200 person study in that same month to detect difference in each market's purchase intent. Based on the results, the consumer package goods company was able to determine which markets and which ethnic backgrounds were more willing to adopt the new drink concept and which drink concept was the 'winner'. The results from TeleNación aided in the package consumer company's decision on where and how to concentrate their marketing efforts.