



Case study

Telenacion

Issue:

A leading company in the confectioner's industry, intending to further develop targeting their product to Hispanics, wanted to measure brand awareness and candy consumption behavior among Hispanics across the United States.

Action:

TeleNacional, Synovate's national Hispanic omnibus, interviewed the 500 Hispanic adults and 150 Hispanic teens across the United States to gather incidence and frequency levels of candy consumption. The company, using the data, was able to fine tune their Hispanic marketing efforts and measure the effectiveness of their current packaging methods.