

# ONLINE CASE STUDY

CASE STUDY :

PAID AD MATERNITY PRODUCTS

Canada

# RESEARCH OBJECTIVE

To know the requirements and expectations from the client about the Vitamin products

To test brand awareness and consumer's demand



## SIZE

500, approx. 4000-4500 samples



## TIMELINE

10 Field Days  
350 completed in 1 week



## METHODOLOGY

Online Sampling



## TARGET RESPONDENT

18-30 year old, Married, Pregnant Females  
Previous user of Sanofi products

## STUDY BACKGROUND

Medicinal Purpose

Maternity Products

## BUSINESS OBJECTIVE

Launching of new Vitamin for expecting mothers

Additional colour pills

# OPERATIONAL CHALLENGES

Targeting female respondents between age bracket of 18 – 30 years old

Needs en-en language speaking respondents from Quebec

Previous or current user of Sanofi product

Targeting and sending more samples to Quebec as it is a French speaking population

Checking local language OE responses

Getting 70% of the study completed within the 7 day period

Updating the CSS alternate days

# APPROACH

Field team to prioritize and boost samples in Quebec

Should traffic occur, relax the samples in field and send fresh samples

Keeping daily field checks

Monitoring and updating CSS

# EXECUTIVE SUMMARY

The study had a few complex barriers, but with daily monitoring and proper sampling, the targeted respondent completes were achieved a day early

## SERVICES OFFERED

Scripting

Data Processing

Field Monitoring

Project Coordination

Budgeting

Reports

## CLIENT FEEDBACK

Very satisfied with the way study was conducted in the field

Study concluded within the given budget



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