

Case Study

Perception analysis to better engage for a Media forum

Marketing Challenge:

Perception Analyzer technology system is a direct response driven computer technology that used input from participants to pinpoint areas of strength and weakness and provide on the spot second-by-second real time feedback.

A leading marketing research firm with expertise in measuring advertising and marketing effectiveness, sought a way to better engage the audience of 500 media, marketing, advertising and research professionals at its Media Forum

MMRSS' Approach:

With the use of its wireless, hand-held Perception Analyzer, solution was at hand. Questions were designed to know how the participants felt about hot-button topics relating to the current state of cross-media advertising. The participants used Perception Analyzer to choose the answer to each question which closely reflected their personal opinion.

A small wireless receiver, called a console is connected to a computer. Perception Analyzer software immediately tallied the results. Results were instantly available for personal viewing or to display to respondents and viewers.

Results collected through the use of this device were available for analysis in crosstab, graphical, and quick frequency formats. It was also exported to Excel, PowerPoint, SPSS, in HTML, and as JPGs or PDFs for presentations and reports.

The Results:

Within seconds the aggregated results were projected for all to see. The moderator then used the real-time feedback from the participants to drive the panel discussion. Keeping the panelists on their toes made for a much more direct, honest, and exciting discussion.

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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