



## Market Evolution Case Study

**MCCANN ERICKSON**



### Assignment: Multiple Market, Multiple Brand Consumer Insight Programme

#### The Client

McCann Erickson Europe

Head of European Planning, Damien O'Malley

McCann Erickson Europe is the largest advertising network in Europe and has been named as European Agency of the Year for the last eight years. International clients include Mastercard, Avis, Microsoft and Nestle.

#### The Challenge

International research can be both expensive and complex due to cultural differences and inconsistent methodologies between countries. The Head of European Planning, Damien O'Malley, asked us to develop a cost-effective, international brand assessment tool, measuring consumer awareness and attitudes towards 16 different multi-national brands and 8 local brands. The resultant knowledge bank is being used to support both local and international new business programmes.

#### What We Thought

The obvious solution (and why reinvent the wheel?) was a consistent sample approach to deliver quality insight quickly and cost effectively.

#### What We Did

The McCann Erickson D-score Insight programme operates in US, China, France, Portugal, Spain, Germany, France and the UK. The total sample consists of 3000 people and is run in local language. The quarterly survey is managed by Market Evolution, who write the surveys, arrange translation into local languages, manage distribution to the sample and create management analysis using bespoke tools. Market Evolution effectively manages the entire process for our client, cost effectively, freeing up internal resource to concentrate on winnign business.

#### Want To Know More?

*Contact Toby Constantine to learn more about Market Evolution and our approach to helping businesses grow through the appliance of consumer and market insight.*

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