

# Bespoke surveys

## Fast and reliable research

Research Express provides fast, shared-cost access to consumers for a variety of research uses. Backed up by Kantar's quality assured data collection methods, Research Express focuses on offering clients quick, accurate and affordable insights upon which to base effective business decisions.



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### Our bespoke surveys run on demand amongst a specific target group of respondents in over 100 markets worldwide.

- Dedicated team accustomed to working on complex projects
- Support on your questionnaire design
- Large range of methodologies to find target groups quickly – face-to-face, telephone, online and mixed mode
- Very fast turn-around with no compromise on data quality
- Inclusive rates – no hidden charges, or entry fees to worry about

### Easy access to your research findings

Results available in four to six weeks, to be confirmed upon commission.

### Ideal for:

- Complex, multi-country research
- Niche consumer samples including hard to reach groups
- Longer surveys (15 minutes+)
- Sensitive topics
- Showing stimulus

### About Research Express

Our offer meets a wide range of research needs with a reach of over 100 countries, including:

- Awareness, attitude and usage studies
- Concept screening and testing
- Consumer satisfaction surveys
- Crisis management research
- Market size measurement
- Image and positioning research
- Pre/post advertising measurements
- Evaluating product launches
- Price elasticity studies
- Tracking surveys
- Topical research

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Our experienced team can help you with advice and guidance on your next survey. Please get in touch with Christine:

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