

Your Research ToolKit to Confirm Ramadan Decisions in 1-5 Days

Marketeers

Analytics • Insights • Impact

The Challenge

Fast Changes

Need

Fast Decisions

It's overwhelming when you have an **Urgent Issue** and can't seem to find the perfect solution for it in **shortest time**.

The path to increased profits begins with getting **fast insights** that steer decisions toward consumer journey

How We Guide you To Receive Insights In 1-5 Days?

Responsive
Account Managers

Applying
Automated Modules

Using Online Audience Panel
(diversified demographics in MENA)

Your RamadanToolKit

Zero-Time™ Insights

is an automated tool that helps you Test immediate Reactions to take immediate actions

Online Audience Panel

is a large group of pre-profiled people that are willing to share their opinion on topics they relate to.

1. The Essential Search (5 Days)

The Issue	The Research Type	The Methodology
Evaluating New category product idea or Evaluating Communication Concept	Concept Test	**Zero-Time™ Insights Online** 200 = Cairo Only 300 = Cairo +Delta+ Alex + Upper Egypt
Identifying the most appealing relevant advertising concept	Pre-Ad Test	**Zero-Time™ Insights Online** 200 = Cairo Only 300 = Cairo +Delta+ Alex + Upper Egypt
Fine tuning AD idea before proceeding with copy execution.	Pre-Ad Test	**Zero-Time™ Insights Online** 200 = Cairo Only 300 = Cairo +Delta+ Alex + Upper Egypt
Testing success/failure of the new ad campaign	Post-Ad Test	**Zero-Time™ Insights Online** 200 = Cairo Only 300 = Cairo +Delta+ Alex + Upper Egypt
Testing acceptance of the new product before launch in the Market	Product test	**Zero-Time™ Insights Online** 200 = Cairo Only 300 = Cairo +Delta+ Alex + Upper Egypt
To optimize product relaunch plans to drive higher consumer appeal	Product test	**Zero-Time™ Insights Physical** l100 = Cairo Only (No Segmentation

Request Zero-Time™ Insights Proposal

ZERO-TIME™ INSIGHTS

2.The Super Sonic Search (1 Day)

The Issue	The Research Type	The Methodology
Have two options and don't know what to choose from	Logo test	**Zero-Time™ Insights Online** 120= Cairo Only 250 = Cairo +Delta+ Alex + Upper Egypt
	Promotion	
	Recommendation	
	Slogan	
	One question/phrase	
	Package design test	
	Labelling test	

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Zero-Time™ Insights Findings

Zero Time Sample of Deliverables

1. Summary Of Findings

Winning Product Evaluation
of Key Attributes



2.Detailed Evaluation

Comparison between the tested products in all attributes.



3.Concept Board Evaluation

Consumers' evaluation of concept board
(Overall, Uniqueness Believability, Relevance
Encourage Behavior change)



4.Likes & Dislikes

Consumers' verbatim responses to what they liked and disliked about the tested product.



Online Audience Panel Services

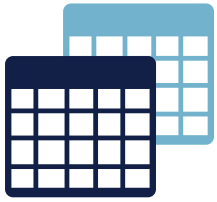
Online Audience Panel Services

#1 Do you have your survey questions ready?



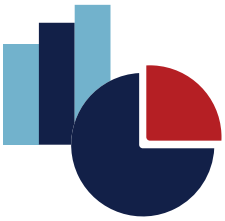
Survey Programming & Hosting

We can host it online for you with convenient online survey experience.



Raw Data

After online sampling, you receive raw data in formats that easily fit in your analytical modules to speed up your analysis time.



Tabulations & Charts

From our hosting software we can deliver real-time data in tabulations and charts formats.

#2 Do you have your online survey link ready?



Online Audience Sampling

We have the capabilities to distribute it and reach your qualified audience to get reliable answers in 1-2 days!

Get Quotation

Marketeers

Analytics • Insights • Impact

Confirm Your Ramadan Decisions Today!

Get in Touch!

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