



Field research: Fr3dom delivers multiple language surveys across Europe for MTV and Motorola

About the client

Both MTV and Motorola were clients of market research agency TKD Europe. Over two years the relationship between MTV and Motorola had been built on a clearly defined music and sponsorship strategy across Europe. Fr3dom provided software, hardware and analysis tools for all field based interviewing.

The challenge

Interviewing across Italy, Spain, Germany and Bosnia the challenge was to deliver multiple language surveys as well as audio surveys that included the display and capture of rich media (image, audio and movie). MTV wanted to assess the cut through of certain advertising and Motorola wanted to assess the cut through of their event sponsorship.

Fr3dom needed to provide multiple language surveys that included video clips and audio comments as well as local market technical support and product maintenance. The final requirement was a real time data centre to allow analysis of all quantitative data, back in the UK, in real time.

The Fr3dom solution

Fr3dom provided in country support and training as well as coding all questionnaires in nine languages. Languages were selected from lists by tapping the relevant flag. Fr3dom also advised on deployment methodology.

Utilising fr3dom's proposed assisted self complete methodology teams were briefed before events and technical support as well as on site backups was made available by Fr3dom in all countries.

The captured was encrypted and stored on the device. At the end of each working shift, the encrypted data was uploaded to the Fr3dom secure servers. The data was immediately viewable for TKD to be able to analyse and inform qualitative groups the next day as well as circulate findings around the client organizations from the UK.

Results

Staff working in the field and at events collected interviews in four countries at 7 locations and in 9 different languages. 100% data accuracy and completion rate meant editing or cleansing of data was eradicated. Real time reporting meant client organizations could arrange well informed focus groups armed with real insight for the next day following events.

Respondents were interviewed in bars, clubs, on the street and at large scale events and all languages were used, as were audio questionnaires and video replay.

"This was a truly well executed campaign, the Fr3dom team delivered through TKD a very high service level as well as a superb product. Their recommendation of assisted self complete worked perfectly and the PDAs were so easy to use we could source local market interviews, even in tough environments like Bosnia". Douglas Hunter, Global Insight Manager, Motorola (through TKD)

MTV / Motorola
Bosnia, Germany, Spain, Italy

Research challenges

- Multiple language surveys
- Use of video display needed
- Data required in UK same day
- Local market support
- On site backup in 4 countries



Fr3dom solution

- PDAs provided with software pre loaded.
- Full instructions given on screen to help users throughout questionnaire—in multiple languages
- GPRS transmission of data enabling real time monitoring from UK
- Fr3dom staff provided, on site with backup devices
- Fully formatted data provided <24 hours from end of campaign

"A very impressive execution, the PDAs gave us flexibility and the full management of them in field gave us incredibly fast and robust results."

Research Director
TKD Europe