



Recently a large, international, soft drink company wanted to speak with older consumers about their attitudes and buying patterns concerning carbonated drinks. This study spanned 5 different countries, with interviews being held in 3 different languages and multiple time zones. Recruiting occurred over 10 days and the project fielded over 4 weeks

Focus Insite made the client's life easy by being a single point of contact for recruiting, scheduling and coordinating all the moving parts. In addition to providing bilateral translations for the project materials and assignments, we also managed the international transcription as well as moderation services in Mandarin.

A 98% show rate was obtained, with only 2 replacement respondents needing to be scheduled. The study was extended a week, as additional respondents were requested in select markets. Some very valuable insights were obtained, enabling the study sponsor to gain a deeper understanding of the target demographic.