



SOLUTIONS



Winning Competitions
with Market Research

INNOFACT Pitch Support

With **INNOFACT Pitch Support**, agencies significantly increase their chances of winning pitches and competitive presentations – as market research unfolds its true potential with their panel samples when it comes to fast, yet reliable and representative results

Agencies use the cooperation with **INNOFACT** to convince their clients of the product or brand during pitches with in-depth market research findings – without exceeding the limited budget of pitches.

SOLUTIONS

Advertising
Pitch Support



Pretests and pitch support simple, fast, inexpensive

Agencies collect the essential points in pitch situations with their creative power, their relationship to the client, and the quality of their presentation. However, **INNOFACT** delivers the decisive advantage as clients are impressed to learn about target-group-specific market research results for their product or brand already during pitch presentations. This transforms market research to a real competitive advantage for the agency.

Timing

A study to select a concept, claim or visualisation can be carried out with a sample of several hundred test persons within 48 hours.

Authenticity

A large number of studies show that respondents answer more freely, extensively, and authentically in online interviews than in a conventional interview situation. The reasons for this are the respondents' tendency to want to complete a telephone interview or a face-to-face survey as quickly as possible, and the interviewer's tendency to be satisfied with the first answer and not to ask further questions.

Large population

A broader section of the population is more likely to respond to online surveys than to telephone or face-to-face surveys.

- Online surveys are also conducted at the workplace and, in contrast to telephone surveys, reach the working population much more reliably.
- With online surveys, the probants choose the time of the survey themselves. This eliminates drop-outs due to lack of time, which in conventional procedures affects primarily the socially stronger, working and highly occupied parts of the population.

Accurate interview control

Many questions are subject to filtering, so that each respondent only sees the questions he can plausibly answer. In conventional survey methods, filters are often prone to errors. Online studies eliminate this source of error.

Cost advantage

Due to the elimination of the cost-intensive CATI interviews in favour of online interviews considerable cost advantages arise without having to sacrifice quality.