

She SURVEY

STUDYING HER EXPERIENCE



Marketing to Women Research

The 'SHE Survey' allows you to gather insights about your brand, from an objective audience of female consumers across America. Your survey will receive approximately 300 responses and may include up to 10 questions, including multiple choice, open-ended, rating and/or ranking questions.

This package includes:

- Marketing to Women Research from the leader in studying her path to purchase
- Expert insights
- Questionnaire development support
- Powerpoint presentation with recommendations

Common survey objectives may include questions pertaining to:

- Brand packaging
- Marketing promotions or upcoming initiatives
- Comparing different marketing ads or creative elements to determine which is most appealing for your advertising initiatives
- Consumer preferences when purchasing products in your brand's category
- Shopper insights, such as what elements are most valuable when choosing your brand over the competition

**\$3,000
value!**

www.WomensChoiceAward.com

