

# Briefing succet Award – Regional Market Research

<b>Background &amp; Goals</b>	
Background (Description of the initial situation)	When conducting market research studies in small regional units (less than 50,000 inhabitants), conventional market research methods quickly reach the limits of feasibility. For example, even very large online access panels usually contain too few local residents, telephone surveys can only rely on registered landline samples from the telephone directory (the area code often cannot be uniquely located regionally), F2F interviews are very expensive and time-consuming, and addresses for postal surveys are often not available or take too long to obtain.
Objectives of the study (Which specific questions do you want to answer?)	A fiber optic network operator recently opened a branch office in the county seat of Soest (postal code 59494). The opening was accompanied by a massive advertising campaign for Soest.  According to the German Federal Statistical Office, Soest had a population of 47,460 in 2018.  A market research study will now be conducted to determine how the brand is perceived in the target area after the campaign.
Intended use of the results (What are the results needed for? What is the purpose of the study?)	The results are intended to show the effectiveness of the launch campaigns (internal benchmarks are available) and to provide guidance on how to optimize future marketing campaigns in Soest.
<b>Target Group(s)</b>	
Who should be surveyed? (Target group description, use of DWH data, etc.)	Ideally representative of the population of the county seat of Soest.
<b>Timing &amp; method of results delivery</b>	
When and in what form (chart report, pers. presentation, etc.) should the results be available?	The contract will be awarded on October 25. Results should be available by December 1.  Results in the form of a set of tables and a short report.
<b>Method</b>	
Brief methodological description (sample size, qual/quant...)	No default. We assume that there will be about 20 questions.
Budget	We assume a maximum budget of €20,000 for the implementation of the project and are happy if the budget is not completely exhausted.
<b>Scope of supply</b>	
The Institute's proposal should be sent to <a href="mailto:award@succeet.de">award@succeet.de</a> no later than September 10, 2023. Follow-up questions to the briefing can also be sent to this mail address. The answers will be published successively as FAQ on <a href="https://www.succeet.de/aussteller/succeet23/succeet-award-2023/">https://www.succeet.de/aussteller/succeet23/succeet-award-2023/</a> The proposal should be a maximum of ten pages, or even shorter. If the proposal is shortlisted, the institute has to present its proposal at the succeet23 Competition in Wiesbaden (duration: 8 minutes plus 4 minutes Q+A).	