

Tonic Life Communications

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Quick Reference Guide:

- Healthcare and Consumer PR Agency
- Flexibility and reach of online sampling sees global uptake
- Fast, efficient and easily adapted to large scale projects

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Specialist Medical Sector Study Yields Hidden Demographic Trends

Online panel survey of Diabetics uncovers new marketing opportunities

The Company:

Tonic Life Communications is a leading consultancy with offices in London, New York, Philadelphia and San Francisco. Through affiliated Huntsworth agencies, *Tonic Life* has PR capabilities in a further 29 countries, spanning 69 wholly-owned offices. *Tonic Life* specialises in supporting major brands and companies in the area of LifeScience and LifeStyle with a particular focus where these intersect. Its clients include global consumer, food, nutrition, beverage, pharma and biotech, diagnostic and medical equipment companies. The world of health and medicine changes every day and presents new challenges to those companies working in this dynamic area of business. But it's not about tracking trends, it's about setting them.

The Challenge:

On behalf of one of its clients, *Tonic Life* needed to obtain data from a very niche healthcare sector, globally translated into multiple languages, on a specific demographic patient group and so it turned to SurveyShack.

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The Solution:

An online market research survey was the preferred methodology and *Tonic Life* selected SurveyShack due to its clearly demonstrable flexibility and global reach. SurveyShack was able to provide not only a comprehensive global panel of respondents within which a sufficient sample who met this highly specialised profile could be obtained, but also a fully managed research project service. This included a specialist questionnaire design consultancy, full project management using its own online survey technology plus a comprehensive data analysis and reporting service.

The SurveyShack online market research panels provide access to respondents in over **70 countries worldwide** for market research projects, whether it is data from consumers or specialist target populations such as the one required by *Tonic Life*.

Using this sample, SurveyShack was able to conduct a comprehensive survey in seven languages across multiple countries.

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The **SurveyShack Managed Service** provides a specialist team who can design and manage an entire project, yet also engage with clients at whatever level is desired. Whether it is from the very outset of a project in a consultancy capacity, or as a technology or service provider at the required later stages, the SurveyShack team can step in and engage with clients wherever they may be required.

Perhaps the greatest benefit of using an online sample is that you have a much better idea of the number of responses that are possible before you even begin. This makes deciding whether or not the potential yield is sufficient for your needs and allows much greater control of project costs.

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The Benefits:

Compared with traditional paper or telephone based feedback methodologies; online feedback provides a vastly superior service in terms of speed and accuracy with which up-to-the-minute information can be gained. This is far more in keeping up with the demands of modern organisational efficiency. Being web-based also eliminates any IT system compatibility issues and allows clients to monitor their project 24/7 from any web-enabled computer. The SurveyShack solution allowed *Tonic Life* to react to feedback – as soon as it was received.

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By using the SurveyShack market research sample, *Tonic Life* was able to access a very specific target age group of patients with type 2 diabetes who are using insulin – all within a very short space of time. This would otherwise have taken many months to achieve.

The ability to accurately predict the number of responses before you even begin the project ensures that the cost per response is controlled and there are no unpleasant surprises.

The SurveyShack Managed Service ensured the project was run professionally and efficiently, and the information gathered was hugely valuable in achieving the desired objectives for *Tonic Life* and its client. Due to the insightful recommendations made during the questionnaire design phase, new patterns of information, previously unknown, were identified and this new knowledge has provided opportunities to execute updated and more comprehensive media campaigns in future.