



Groundbreaking new global study conducted worldwide in 14 languages

One Young World results promote fascinating insights to world issues

Quick Reference Guide:

- *Top 10 Advertising Agency*
- *Fast, efficient and easily adapted to large scale projects*
- *Flexibility and reach of online sampling sees global uptake*

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The Company:

EuroRSCG are driven to create powerful, contagious ideas for their clients that live outside of companies and across geographical borders and other media channels. At **EuroRSCG** they believe that these ideas deliver a higher return on investment compared to traditional advertising ideas as they invite a greater degree of customer engagement. Their goal is to take brands and connect them in the most effective way, creating ideas and programmes of enduring value that generate belief in the brand by making their clients’ brands relevant and personal.

The Challenge:

As a founder of **One Young World**, a global youth leadership summit, **EuroRSCG** needed to conduct a multiple language global poll that gathered the views of a specific age demographic on key issues affecting society today, so they turned to SurveyShack.

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This research was needed to shape the resolutions to be voted on in the Plenary sessions at the **One Young World** summit in 2010. The **One Young World** project is the world's first global youth leadership summit, bringing together several hundred delegates age 25 and under from the world's 192 countries, combining the social power of the Internet with the energy and ideas of global youth to address the most challenging issues of today. The delegates are guided by a group of international luminaries including Kofi Annan, Archbishop Desmond Tutu and Sir Bob Geldof. (www.oneyoungworld.com)

The Solution:

An online market research survey was the preferred methodology. **EuroRSCG** selected SurveyShack due to its clearly demonstrable flexibility and global reach. SurveyShack was able to provide not only a comprehensive global panel of respondents (from which a highly specialised profile sample was obtained), but also a fully managed research project service. This included a specialist questionnaire design consultancy, language translation across 14 languages, full project management using



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its own online survey technology plus a comprehensive data analysis and reporting service.

SurveyShack’s 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 **EuroRSCG**.

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

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 means you can decide 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:

Online feedback provides a vastly superior service in terms of speed and accuracy compared with traditional feedback methodologies. This is far more in keeping with the demands of modern organisational efficiency.

A web-based solution allows clients to monitor their project 24/7 from any web-enabled computer.

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By using SurveyShack’s market research panels, **EuroRSCG** was able to access a specific target age group, globally, within a very short space of time. This would otherwise taken many months to accomplish. The ability to predict the number of responses accurately before you even begin the project ensures that the cost per response is controlled and there are no unpleasant surprises.

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