



SPANISH - DOMINANT HISPANIC SWEETENER USERS

Every few months, a new buzz target hits the industry and EMI has seen them all. Targets such as fibromyalgia sufferers and expecting moms come in waves of request to sample sourcing team. Each request email ends with one of two lines - "I can't find these anywhere!" or "I found one panel but they wanted a fortune and were going gen pop." These claims fall right in to the wheelhouse of the strengths of EMI. This un-acclulturated Hispanic study was there as well.

The client was looking for un-acclulturated Hispanics living in the US that frequently use brown sugar for their new artificial brown sweetener. The respondents had to have lived in the US for less than 5 years and still spend 10+ hours a week watching Spanish media. Since each day in the US drives up the acculturation of Hispanics, the sample was shrinking. At under 40% incidence of media usage and time in US, this study would look like a nightmare to most panels.

But EMI isn't most panels. And in the world of broker's EMI isn't typical. Rather than stack up panels and risk severe duplication, EMI relied on its panel vetting process and completed 455 interviews with 1 panel. EMI even programmed the survey and the advertising concepts in a sequential monadic format.

End Results:

- The study finished early and under the original allotted sample budget
- The end-client was so pleased with the quality of respondents; the data was used as a benchmark for all un-acclulturated Hispanic projects.