

1,500 Questionnaires Completed in 4 Venue Market Research Roadshow



Customer

TRINAIR

Location

The Mall at Cribbs Causeway,
Kingfisher Centre, Xscape,
Broad Street Mall

Industry

Health and Beauty



Background

- A high-tech training aid that can improve fitness and increase exercise capacity, and is suitable for people of all ages and abilities

Venues

- 4 venue roadshow
 - The Mall at Cribbs Causeway (Bristol) is South West's largest retail complex
 - Kingfisher Centre (Redditch) is a premier shopping destination south of Birmingham
 - Xscape (Milton Keynes) offers a combination of extreme sports and leisure activities
 - Broad Street Mall (Reading) has 1.7 million total estimated catchment population

Mission

- Create awareness of TRINAIR® within the general public
- Conduct market research

Execution

- Leaflets and balloons were distributed to coincide with product demonstrations
- Data was collected by questionnaire

Results

- The leaflets and product demonstrations generated a great deal of interest and positive feedback
- Over 1,500 questionnaires were completed during the 4 day roadshow

"We have been very pleased with the level of service received from SpaceandPeople and look forward to working with them again for our next roadshows."

Julie Fish
Sales Administrator
TRINAIR®