

MVA QUICKbus™

An omnibus service for clients' ad hoc, timely, ever-changing, yet mid-to-low scale research needs

Ideal for clients with limited survey and research resources

Benefits:

- Robust sample on a monthly basis
- Flexibility in commitment throughout the year
- Questions and scope can be modified monthly
- Cost optimization: survey costs shared by various clients on the 'bus'
- Customized reporting (excel tables and charts)

MVAQuickBus™ can serve your research needs in ...

... brand awareness measurement, competitive repertoire study, advertising awareness and content recall, product usage habits/ purchase incidence

... customer profiling, satisfaction index and service priority study

... response to social and policy issues

... other business, marketing and social topics that are relevant to your company's interest

MVA QUICKbus™

- ❖ Telephone survey – monthly sample of 1,000* Hong Kong residents aged between 15 and 64, gender split according to census breakdowns
- ❖ Closed end and open end questions
- ❖ Ideal for tracking consumer profile, brand/product/service awareness, usage, attitudes and perceptions towards business, marketing and social issues – or other aspects of clients' interests



** Alternative sample size available*

Timetable for 2011:

<u>Month:</u>	<u>Commissioning By:</u>	<u>Fieldwork:</u>	<u>Results:</u>
January	Jan 7	Jan 11 – 20	Jan 31
February	Feb 2	Feb 11 – 20	Mar 2
March	Mar 4	Mar 11 – 20	Mar 31
April	April 4	April 11 – 20	May 3
May	May 6	May 11 – 20	May 31
June	June 3	June 10 – 19	June 30
July	July 4	July 11 – 20	Aug 1
August	Aug 5	Aug 11 – 20	Aug 31
September	Sept 2	Sept 12 – 21	Sept 30
October	Oct 7	Oct 11 – 20	Oct 31
November	Nov 4	Nov 11 - 20	Nov 30
December	Dec 2	Dec 12 – 21	Dec 30

For further information on MVA QUICKbus™, please contact Mr. Wayne Yeh of MVA's BMSR Group on +852 2864 - 6390 or email at wayne.yeh@mvaasia.com