



Pert Survey Research

Challenge

Get feedback on Schieffelin & Somerset brands Hennessy and Tanqueray.

Solution

Buzz MG conducted in person surveys with men and women, ages 21-40, in restaurants and lounges in Chicago, New York City, and Washington, D.C.

Results

Over 2,000 people were interviewed within a four week period. Respondents were also added to mailing lists for later promotions.