



Pick **n** **P**ay

Inspired by you

Pick n Pay

Market Research

The Challenge

As part of Pick n Pay's preparation into entering the Ghanaian market they required both quantitative and qualitative market research to be conducted on consumer demographics, habits and lifestyle.

The results from the market research was then to be used as a guideline for the pre opening creatives and brand communication.

How it worked

- We defined the exact profile of Pick n Pay's target audience and located them in proximity to where the first few stores would open
- Designed a questionnaire according to the clients requirements, executed a dipstick market test on the questionnaire pre-full market research
- Executed market research to 550 respondents throughout Accra

How it worked

- Analysed data and presented findings report
- After a successful market research we were contracted to execute a second round of market research to further refine consumer shopping behavior