

## CASE STUDY

### Using email and online surveys to conduct market research



#### The scenario

Our client is a leading food producer for the health & social sector. They approached Wilmington Healthcare to conduct a piece of research to collect the views and opinions of dietitians and healthcare professionals to drive product improvement for their dementia food solutions.

#### The objective

#### The outcome

Wilmington Healthcare took on the management of an email campaign and online survey and in turn generated 73% more responses than expected.

