



CADDLE

Case Studies

SOURCE FOR SPORTS®





THE OPPORTUNITY

Source For Sports® was looking to understand Canadian consumer aided and unaided awareness of just their logo icon in order to provide direction on future marketing campaigns.

THE PLAN

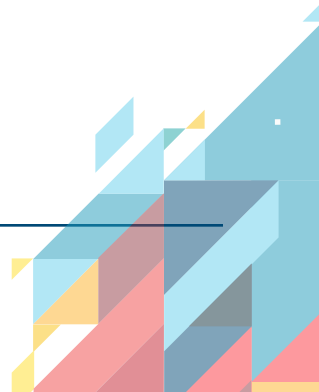
Conduct National general population branch Survey revealing only the Source For Sports® icon (without text) to Caddle users.

Branch Survey to break out users who thought they recognized the logo, and those who didn't. Users were then each asked to choose from a list of possible brands.

THE SUCCESS

Caddle's consumer research provided clear direction on the Canadian aided and unaided awareness of the Source For Sports® icon.

The campaign surveyed several thousand Canadians and was returned in under one week.





CADDLE

**KNOW WHAT PEOPLE BUY
KNOW WHAT PEOPLE THINK
SELL MORE PRODUCTS**

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