

Market Study



Creation of a representative market study about Millennial's consumer habits



Client	Requirements	Approach	Result
<ul style="list-style-type: none">The client was one of the Big Four accounting firms, in particular the consulting division with focus on strategyThe Berlin site supports local and international clients with over 1000 employees and 40 Partners	<ul style="list-style-type: none">The goal was the conduction of interviews from the target group and evaluate the dataContentwise, the study should focus on the consumer habits and values of MillennialsWith the results, concrete recommendations for actions should be implemented	<ul style="list-style-type: none">Determination of the research design and development of questionnairesAccording to the AIDA-Model, the buying behavior of young adults was investigatedThe panel consisted of over 200 participants and included woman and man between 18 and 27 years	<ul style="list-style-type: none">Visual compelling and reusable slide setStudy is used by the client's consulting division to develop recommendations for actions for B2C ClientsIn a long-term perspective the study will be promoted and presented on events for EY clients

