

Case Study 2019

Pre/Post
Brand Metrics Test



Business Challenge



Just Eat is an online food ordering company operating in 13 countries in Europe, Asia, Oceania, and the Americas.

The Just Eat Marketing team wanted a pre/post dip analysis to understand whether their student activities in Italy were generating any brand warmth/buzz.



The Research

2 survey
rounds

3000
students

35 university
cities in Italy

To gain feedback on Just Eat's students activities, OpeepI ran a pre-survey of 1500 respondents among 35 Italian university cities.

The post survey was scheduled for 2 months later. Local students in each city were asked questions about their online food ordering habits and to rate preferred services and features.

Client Feedback



“

We were looking for a partner to help us reach some tough audiences - university students. Our marketing team had done a lot of work to target students and we wanted to get some pre and post brand metrics to understand the impact of all of our activities. The survey activities were only focused on specific university areas across Italy, so we had to be even more targeted.

Opeepl were capable of targeting these areas and get enough respondents. The sample and speed was great - I was very impressed with how quickly they did achieve.

”

Liam Laville

Global Insights Controller
Just Eat

Just Eat Research Partner:

Liam Laville

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About Opeep



Opeep is a consumer insights tech company which provides clients with agile and automated insights worldwide. We are working with clients such as Kaspersky, Letgo and Nestlé.

TRUE GLOBAL REACH



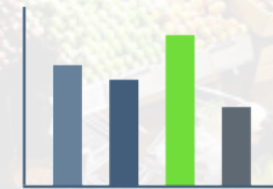
Get insights from consumers everywhere in the world. Our proprietary technology ensures a true global reach.

MOBILE



Opeep's respondent interface is 100% mobile and ensures the best possible interaction with the respondent in their natural mobile habitat.

INSTANT INSIGHTS



Instant delivery and live reporting gives you solid insights in hours increasing your decision velocity.