

## Contractors Study

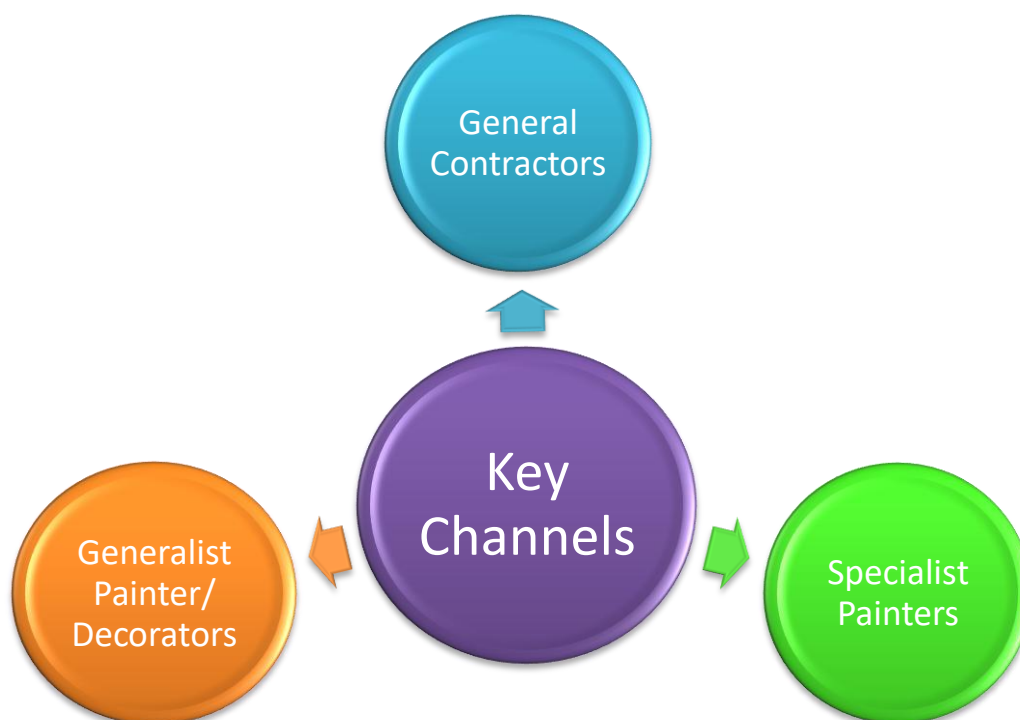
### Background & Objectives

The end client is a leading International paint manufacturer. The current study is an annual tracker amongst the painting/contracting industry to provide insightful, quantitative data with respect to purchasing behaviour and attitude to all aspects of a range of professional paint products.

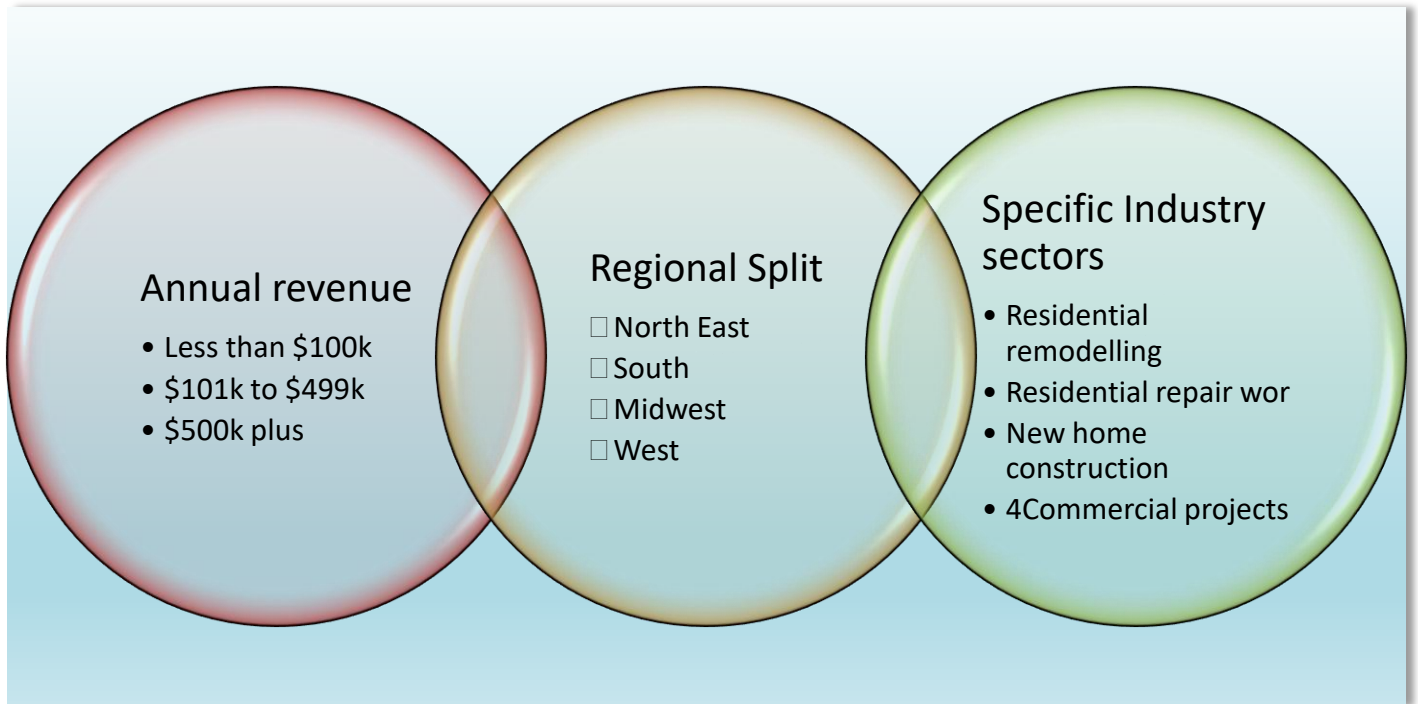
### Methodology

Budget was key with this client and Dynamic Fieldwork were employed with targeting a largely 'offline' audience to complete online. We managed to identify a unique partner in the US that maintained a unique panel of nationally representative targets. Furthermore we added additional screening questions that were unique to this respondent profile to ensure no 'uninvited guests' would screen through.

### Key Channels:



## Target Audience



## Conclusion:

We targeted personnel that had ultimate role in the decision-making process when choosing exterior and interior paint products for residential and commercial projects. The study provided insight into the selection criteria for purchasing products both from an online and an in-store perspective. Scripting and fielding the project was straightforward as we inherited from previous vendor. The study further enabled the client to compare year on year volumes, plan for future pricing innovation and ascertain strengths/weaknesses of current brand in comparison with the competition.