

**CASE STUDY:  
National Opinion Poll  
Increases Brand Awareness  
& Profits**



**Client:** HealthSaver, a national healthcare membership program

**Issue:** The overall purpose of this research was to gather information from a national survey on the topic of "America's Most Caffeinated Cities." This survey focused on the use of caffeine in everyday foods and beverages in the 20 largest MSAs in the U.S.

**Methodology:** Over 2,000 telephone interviews conducted nationally

**Research ROI:** The research showed the top 10 most and least caffeinated cities in the U.S. This survey served as a media generating vehicle designed to heighten brand awareness and brand image among HealthSaver's target consumers. National media outlets carried the story including: NBC's Today Show, ABC News, Fox News, CNN, *Forbes*, and AOL. The second annual survey increased audience impressions by more than 279 percent to 663.7 million compared to the prior year, while ad value equivalency vaulted to \$21.9 million. Overall, membership to HealthSaver increased more than 16.5 percent.

"This study provided us with outstanding information through which we generated unprecedented media coverage."

*-DVL, HealthSaver's  
Advertising Agency*

