



## STARTERS

from \$800

Omnibus is your most cost efficient and accurate way to run fast, "point-in-time" QSR research studies and taking an "instant" read of your customers attitudes to the latest QSR trends.

Starter surveys talk to 1,000 consumer and deliver 9 key demographic breaks in 24 hours.

## BIGGER BITES

**Menu Test: House Combo**  
Small: \$3,000 Large: \$6,400

YouGov delivers reactions to new product ideas in just 24 hours. Find out who will buy and how often they will purchase. We can set up menu tests in minutes using our standard concept templates.

### **Menu Test: House Combo** *(with suggested core menu items)*

- Standardized menu tests
- Covers all key menu needs:
  - Current customer
  - Purchase Frequency
  - Like / dislike of concept
  - Relevance to consumer
  - Differentiation to competition
  - Likelihood to purchase
  - Predicted purchase frequency
  - Test of product variants
  - Price test
  - Value
  - Attitudinal statements

### **Menu Test: Build Your Own** from \$800

- Show media (videos, picture etc.)
- Pick your target group (current customers / general population / targeted DMAs etc.)
- Choose from our 200,000 variables for additional data cuts

YouGov Omnibus  
&  
Quick Turn Research

# MENU



## ENTREES

from \$800

### **Product / Promotion Awareness**

Are your customers aware of the products and promotions you have on the table?

### **Ad creative testing**

How does your target audience react to your ideas?

How well will your next creative resonate with your current customers?

Will it attract new ones?

### **Product funnel tracking**

At what stage of a product do consumers drop out?

What would make them more attracted to your menu offerings?

### **Tracking dining habits**

Are consumers worried about calories over everything else?

Do they worry about overloading on carbs?

Is pulled pork still the next big thing?

### **Create great PR around your brand**

Want something new to talk to the press about your brand?

Want to know how to handle the next negative story?

Contact the YouGov Omnibus team for more information on any of our menu.

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