



A quick and cost-efficient way to measure your 2017 CHINESE NEW YEAR CAMPAIGN!

An Environics Syndicated Study Prospectus

Our 2017 Chinese New Year Syndicated Study is an extremely cost-effective way to evaluate the success of your company's Chinese New Year campaigns. This study is a shared vehicle, but will provide you with your own proprietary effectiveness measures.

You can choose from one of the following two options:

OPTION 1: Overall campaign awareness by media, positive response and relevance of the campaign

200 first generation Chinese Canadians

TENURE	GTA	GVA	TOTAL
0-10 yrs	50	50	100
11 + yrs	50	50	100
Total	100	100	200

OPTION 2: Overall campaign awareness by media, positive response and relevance of the campaign + brand impact and campaign persuasion

NEW Larger sample size allows for deeper diagnostics on campaign effectiveness among those aware, including brand impact and campaign persuasion.

400 first generation Chinese Canadians

TENURE	GTA	GVA	TOTAL
0-10 yrs	100	100	200
11 + yrs	100	100	200
Total	200	200	400

In addition to your own proprietary campaign effectiveness results, you will also have access to the following syndicated information on the 2017 Chinese New Year:

- Unaided recall of Chinese New Year advertising campaigns
- Special shopping behaviour (stores visited for Chinese New Year shopping, flyers and categories prompting the trips)
- Special events attended
- Media consumed

All results reported by region and tenure in Canada

Methodology

Online survey in English, simplified Chinese or traditional Chinese

Survey Language

English, simplified Chinese and traditional Chinese

Costs

AVAILABLE PACKAGES FOR PROPRIETARY INFORMATION:	COST
Option 1: Overall campaign awareness by media	\$5,000
Option 2: Above plus larger sample size and brand impact	\$7,200
Close-ended Proprietary questions:	\$1,500
Open-ended Proprietary questions:	\$2,000

**The above prices are in Canadian dollars, excluding HST. Proprietary questions are available to subscribers.*

TIMING	
Commitment by:	Dec 19th, 2016
Campaign artwork to be received by:	Jan 16th, 2017
Fieldwork starts on:	Feb 4th, 2017