

FOR IMMEDIATE RELEASE

ADVERTISING CAMPAIGN TRACKER SURVEY EXECUTED BY SIGMER TECHNOLOGIES LTD

Sigmer Technologies has successfully completed an **Advertising Campaign Tracker Survey** for RH Advertising and on behalf of Traveline.

RH Advertising had conducted an advertising campaign for Traveline regarding travel requirements in the South-West of England. Although a campaign tracker survey was executed, response data indicated that university students, a particular target of the advertising, had not been fully accessed by the primary tracker campaign. A supplementary tracker campaign was therefore urgently required and the advertiser turned to Sigmer Technologies Ltd and their Survey Suite facilities for this. See http://www.surveysuite.co.uk/survey_systems/ for further details.

The **survey** required **face to face interviewing** of a number of respondents in 10 Universities in the South-West of England. **The Sigmer Survey Team** commenced the project and developed the **survey** rapidly within a two week timeframe; including design of the paper based element and an **on-line repository**. Survey planning also involved the logistics of getting the survey interviewers on the ground as rapidly as possible and providing scheduling and access for a survey project covering two weeks and many hundreds of miles. See http://www.surveysuite.co.uk/case_studies/RHA_case_studies.php for more details

Despite adverse weather conditions the minimum quota for each location was exceeded and all results were collated and given to the **Data Entry Team** for processing. The survey was executed rapidly and efficiently and the results returned to RH Advertising on budget and ahead of schedule. The success of the survey was due in no small part to Sigmer's approach to survey projects - see http://www.surveysuite.co.uk/marketing_surveys/project.php for more details.

About Sigmer Technologies Ltd. and Survey Suite

Sigmer Technologies was formed in 1999 and is based at the Sussex Innovation Centre, on the University of Sussex Campus in Brighton. We are experts in **survey design, survey development** and management of **response data**. **We can help you gather reliable data from your target audience** and achieve high response rates by conducting **demographic profiling** and a thorough **assessment of usability and accessibility needs**, during the **survey design** stage. See our range of survey case-studies at http://www.surveysuite.co.uk/case_studies/index.php

Sigmer provide the Survey Suite range of products and apply these to many different survey projects including staff surveys

(http://www.surveysuite.co.uk/staff_surveys/project.php), customer surveys
(http://www.surveysuite.co.uk/customer_surveys/project.php) and research surveys
(http://www.surveysuite.co.uk/general_surveys/project.php)

Sigmer provide secure hosting of on-line surveys from their secure datacentre based in London. More details of our technologies can be found at
http://www.surveysuite.co.uk/survey_systems/Technology/

And our services are detailed at http://www.surveysuite.co.uk/survey_systems/

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