

International Movie Screening

INTRODUCTION

An InnovateMR partner conducted an international movie screening in India to gather sentiments around plot, delivery, and distribution. Targeting included general population ages 18-54.

RESULTS

This client required N = 75 survey participants in India to watch a full theatrical movie and provide feedback on their experience. Dial testing was implemented to ensure that survey participants were consistently engaged throughout the movie. The InnovateMR team overdelivered with N = 108 total achieved high-quality completes.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 108 high-quality completes in India
In Field Incidence Rate (IR)	10%
In Field Length of Interview (LOI)	145 min
Field Time	10 days

ABOUT INNOVATEMR

InnovateMR is a full-service sampling and ResTech company that delivers faster, quality insights from business and consumer audiences utilizing cutting-edge technologies to support agile research. As industry pioneers, InnovateMR provides world-class end-to-end survey programming, targeted international sampling, qualitative and quantitative insights, and customized consultation services to support informed, data-driven strategies, and identify growth opportunities. Known for their celebrated status in customer service and results, InnovateMR combines boutique-level service with extensive global reach to achieve partner success.