

# Sports Management (Market Research (Video Survey))

## Background

A sports management company going for a multi location expansion.

## Problem

The company has a huge land base and wants to set up a sports complex, but not clear about the region specific facilities that they need to build and the price they need to charge.

## Solutions

vidCampaign team understood the location that the company is looking to expand. The team studied the entire location based on the population, density, affordability to pay competitors in various segments and proposed the list of facilities based on the area. We created a nice walk through video based on the research inputs and identified the target audience in regions specific locations. The team executed the location wise individual campaigns with walkthrough videos.

## Result

The results were analyzed regional wise locations and the individual & the consolidated reports were submitted to the management team. The report contained the choice of sports infrastructure facility that the locality is interested in, pricing strategy, launch marketing approach, etc., which helped them take a call on the investment and prioritize the locations that were giving higher ROI.

## Benefits

The vidCampaign survey tool included the sentimental analysis factor to evaluate the text based feedback from the customers. This will help the company to validate more than million of text messages and convert them in to useful insights.