



Brand Awareness in Western Europe

Uncovering Brand Sentiment for Online Shopping

CHALLENGE

An e-commerce company wanted to understand the perception of online food shopping platforms across Western Europe. The client was looking to expand into new markets with a clear view of any challenges they might face. They were specifically looking to gauge brand awareness among online grocery shoppers, identify how they perceived subscription programs, and understand how often they used such services.

THE GLG APPROACH

GLG designed and fielded a 10-minute online survey consisting of 20 questions, including screeners. The survey was intended to highlight knowledge of available online food platforms, frequency of using, and the important factors when ordering.

OUTCOME

GLG analyzed the survey data, summarized the findings, and presented the client with insight to help understand brand sentiment of online food shopping platforms in Western Europe and the main reasons for choosing one platform over another.

FEATURED PRODUCTS



GLG Surveys

GLG's survey team helped provide the client with the project results within two weeks from launch.

Why GLG?

Collaborative Relationship

The project team worked closely with the client on the survey design, launch, and chasing the respondent pool to ensure we reached the target.

Recruiting

Our survey team helped reach 2,000 full survey responses across four countries: U.K., Germany, France, and the Netherlands, with 500 respondents per country.

[Learn more](#)

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2022 Gerson Lehrman Group, Inc. All rights reserved.