



Gain the Competitive Advantage in Construction Sales & Marketing

Helping you grow profitability through customer focus by

- facilitating improvements in your sales and marketing activities
- researching your customer needs
- training and mentoring your commercial team
- helping you develop and implement specification strategy

We aim to provide high quality information at an affordable cost.

Omnibus Survey – Affordable research of key decision makers in construction

What is an Omnibus Survey?

An omnibus survey provides companies with an opportunity to ask one or more questions, of their target decision makers. It provides a cost-effective method of gathering a small amount of information and is ideal when a full bespoke research project is not required. Questions might refer to brand awareness, attitudes to a website, sources of information, concern over an issue or other unanswered business questions. The answers can provide a valuable insight which can inform business decision making.

Responses remain confidential to the client who sponsored the question, who will receive a personalised report, listing the respondents' employer, a summary of the findings split into three organisation size bands. If an open-ended question is asked a transcript of all of the responses is provided. The market research code of conduct means we cannot divulge the identity of individual respondents.

Methodology

Competitive Advantage will invite companies to pose questions, closing invitations when we have a maximum of 20 questions. This limit is to ensure the survey remains compelling for the respondent, so they give every question a considered response. We will work with participating companies agreeing the final format of their question/s to ensure its effectiveness. Then we will develop a questionnaire which provides a logical grouping of questions. This makes it easier for the respondent to follow and provide considered replies.

150 telephone interviews will be conducted by an experienced researcher, familiar with gathering information from architects and the specialist terms used in the construction industry. The identity of the company commissioning the question/s remains confidential.

For the Summer 2018 survey respondents will be Architects currently working on projects at the contractor appointed stage, to include the top 20 practices. These will be identified using the industry's leading provider of construction intelligence, Barbour ABI. This provides a representative and impartial selection of respondents for the survey.

Investment

Single closed question	£650.00
Single open question	£750.00
Purchase of 2 questions	5% discount
Purchase of 3 or more questions	10% discount

All prices are subject to VAT at the current rate, now 20%.

Payment is due at the time of commissioning and can be by invoice, or online by credit card.

Timeline

Your question to us by:	29 th June 2018
Discuss & agree your question by:	6 th July 2018
Report published by:	31 st August 2018

Find out more at: cadvantage-knowledge.co.uk/shop/tag/construction-omnibus/

The research team

Our specialist construction research team have significant experience working with all types of construction decision maker, are familiar with the industry's language and practices and understand the challenges you and your customers face. Most important, they are experienced in interviewing all roles in construction – clients, architects, engineers, project managers, estimators, large & small contractors, sub-contractors, distributors, wholesalers and merchants.

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