

Grey Launches A Unique Train Study



Grey has implemented an on-going study into the changing pulse of the consumers, going beyond trains into buses and auto rickshaws as well. The study covers a huge area of interests and helps feel the pulse of the island. Grey globally has a tradition in strategic planning, so much so that the word 'Psychographics' was coined by Grey a couple of decades ago to represent a specific field of research, which is now a generic word in the world of research.

Loco-motive, a tracking study, which will be updated on a monthly basis has a dedicated team that was trained by Grey Cells in India. This team captures aspirations, behaviours, lifestyle cues through interviews and observations. The study format was carefully developed not only to capture the aspirations and attitudes but also to understand the impact of brands in their lives, at the first level and the affect of environment at the second level.

"Grey historically had more depth in planning and in the last couple of years I have been following their work and its impact of brands and creatives. They were doing wonderful things in the region and I saw a huge opportunity in localising the

formats, as a result the first of the three studies," says Ajai Singh, Head of Grey.

The first phase of the study, which was the launch phase, covered the Western Province, North Western Province, Southern Province and Central Province. The second phase, which will be completed by end June, will go further into the same region before expanding the scope in phase three, which will be in July.

"This will help everyone involved to get closer to the hearts and minds of the real people who we try to influence with a dialogue through various channels. I think it will be very impactful and will keep getting bigger with phase two and three. I was part of the first phase and it just opened my eyes," says Singh.