

# Case Study

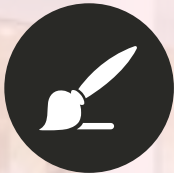
## Leading shopping mall in Hong Kong

REAL ESTATE



### Client Business Issue

To understand the changing needs of the key customer segments and their behaviours in relation to the client's brand and competitors



### What Ipsos HK did

Multiple methods were adopted:

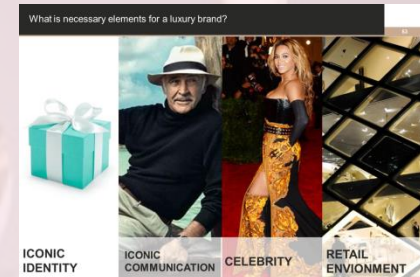
**Online survey** to understand the needs and motivations of the target customers

**Exit interview** to gauge customers experience in the shopping mall

**In-depth interview** to deep dive the needs and behaviours of the VIP customers



### Value to Client



Here's the successful decision client was able to take with our research:

1. Strategy on how the brand should be communicated to stay connected with the target customers
2. Specific areas in the shopping mall that require immediate improvement