

## **Which Media motivates most for shopping? Is Internet/Online the biggest danger for Leaflet and TV?**

In 2015 FOCUS again prepared the international study **LERES** (Leaflet Research Study) with detailed analyzing and answers to the importance of leaflets and promotions. The study answers questions, such as

- What kind of advertising media motivates the consumer most for shopping?
- Who receive leaflets? Which leaflets? And do the consumer use them for shopping?
- Is there a big difference between the different retailers?
- Which format is the most preferred? How many pages should the ideal leaflet have?
- What should be the content of the leaflet?
- Is the future leaflet only “digital” .....or do the consumers like to have the paper printed?
- .....

Those and many other questions are answered in the new study LERES. The analyzing was done in June 2015 and results are freshly available. FOCUS prepares a customized power-point presentation and surely offers to present the results personally.

### **Details to LERES (LeafletREsearchStudy):**

No of interviews: 500

Representativeness: age & sex

Methode: Online

Timing: June 2015

Investment: 790,--Euro per Country

Countries: Austria, Bosnia, Bulgaria, Croatia, Czech Republik, Hungary, Poland, Romania, Serbia, Slovenia

Personal presentation: 250,--Euro

We are sure that this study is of important and useful information for you and your company. Just order the study and arrange date for personal presentation

via e-mail: [office@focusmr.com](mailto:office@focusmr.com)

via Telephone “Head Office Vienna”: +43-1-2589701

In case of questions and/or more information needed pls. feel free to contact anytime our local representatives.

[Find some example-charts on the following pages!!](#)

## Example Charts:

