

# CASE STUDY

## Product Insights

## Fitness Clothing Manufacturer Gains a Better Understanding of their Target Market

### The Challenge

A research agency approached Field Agent with a brief from their client – a fitness clothing manufacturer looking to gain a deep understanding of women’s exercise habits and activewear choices.

- 250 women completed a short survey as they were about to begin their workout
- We targeted women aged 18 – 40 who exercised at least twice a week
- We collected information about their motivations, types of exercise, role-models / influencers, lifestyle and photos of their exercise gear
- Real-time dashboard updated as data flowed in

### Quick Facts



**Client:**

Leading Activewear Manufacturer



**Location**

National



**Objective**

Understand female customers



**Outcome**

250 women in the target market surveyed in a week

“The Field Agent App gave us unique product insights into what women wear when exercising. This type of ‘in the moment’ data collection is usually cost and time prohibitive - but with Field Agent, it was quick and cost-effective.”

- Fitness Apparel Brand

“We were able to collect data and photos from 250 women in one week, for the price of a short online survey.” - Research Agency

### The Results

- ✓ 250 completed responses and photos within a week
- ✓ Rich, qualitative product insights – with visual context.
- ✓ Delivered without the need for a researcher on-site.
- ✓ Product insights delivered at a cost comparable to a 10-minute online survey

#### Want Results Like This?

We help brands see what's happening in-store — when it matters most.

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