Dynata Propels PR Agency Beyond Competitor's Capabilities, **Winning a $250K Market Research Contract**

THE CHALLENGE

A Global PR Agency Had the Opportunity to Win a Large Research Project

A leading global PR agency received an RFP for a multi-country research project from a client, who sent the RFP to two firms. The competitor offered robust historical data and outsourced analytics, potentially overshadowing the leading PR agency's expertise in reporting and analysis. Winning the entire three-year contract hinged on demonstrating comprehensive research capabilities.

THE SOLUTION

Partnering with Dynata Secures Global Research Win

Dynata collaborated with the PR agency in the following ways:

Expertise: Dynata functioned as an extension of the PR agency's in-house capability and emphasized our analytics team's ability to tailor survey designs and collaborate directly with both the PR agency and its client.

Global Reach: Dynata showcased our extensive, high-quality global panels with detailed panel books. Dynata's fully-permissioned global panels and adherence to ESOMAR standards guaranteed reliable, representative data across all target markets.

Efficiency: Dynata reinforced its commitment to exceeding industry standards for timelines and budget adherence.

Major Contract and Exceeding Client Expectations

Dynata's tailored approach to conducting research helped the PR agency successfully secure the full contract. Our seamless execution and collaborative approach earned us high praise, with the PR agency recognizing Dynata as:

❝

"... professional, setting a new standard...

a true business partner."

WHY DYNATA

Strategic Expertise, Quality Data, Unmatched Efficiency

.

⊘ **Strategic Partnership:**
Dynata doesn't just execute; we understand your goals and become an extension of your team.

⊘ **Global Expertise:**
Dynata's panels and sampling methodologies deliver insights across diverse markets.

⊘ **Tailored Analytics:**
Dynata goes beyond data to provide actionable insights and client-ready reports.

⊘ **Unmatched Efficiency:**
Dynata delivers on time and within budget, every time.

Don't risk your reputation on bad data.
When the stakes are high, only Dynata's quality is higher.

[Learn how we do it]

dynata™