



Case Study – Telus.



Strategy:

TELUS was planning to launch an enhanced text messaging service, targeting Canadians under 30 years old. Telus engaged yconic to test the service design, quickly and at low cost, to confirm that it would appeal to their target market.



Design and Execution:

yconic's agility research product was deployed 3 days after agreement was reached with Telus. We got 10 'ready to go' questions in-market with 500 respondents and received results less than a week later.



Insights:

Telus received cost-effective affirmation of their design, and moved ahead to the launch.

