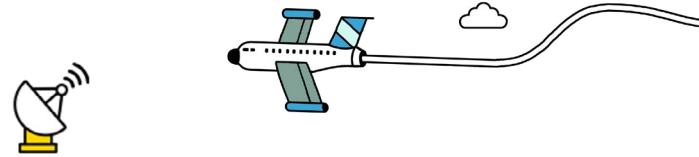


COUNT ON TOLUNA TO...

CONDUCT RELIABLE, MULTI COUNTRY RESEARCH FOR PRESS PURPOSES



Case Study: CNN

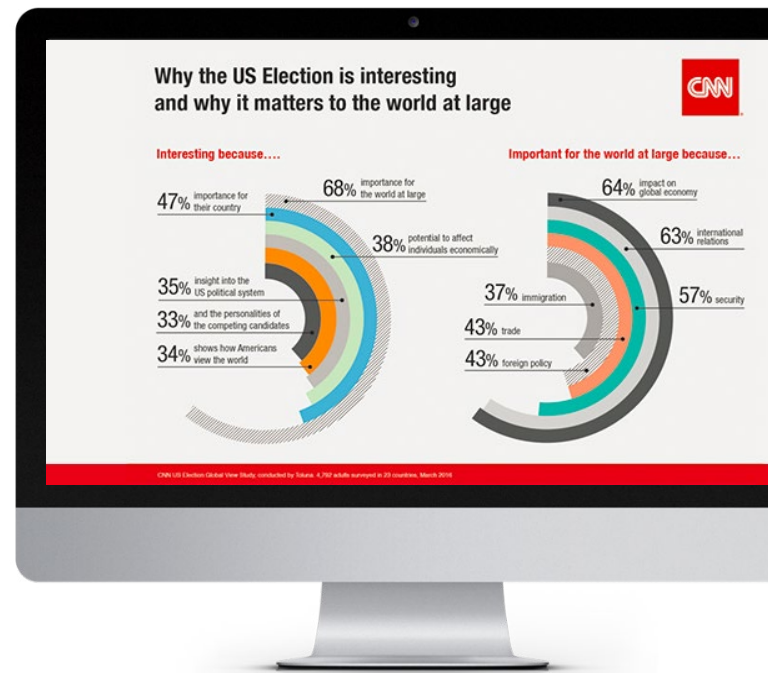


The Background

The Cable News Network International (CNN International), one of the most well-known international television channels, planned to do a quick, global study in March 2016 in order to probe respondents' interest levels and awareness toward different news sources regarding the topic of 2016 US Presidential Election. The goal was to better understand how interested the international community was in the US election, and how CNN International could capitalize on this.

The Challenge

CNN International needed quick but highly reliable insight that could be quoted in the press. Further, CNN needed to field the survey in 23 countries respectively within a few days, and called for diverse linguistic localizations of the original questionnaire.



"Toluna is a visionary in the digital insights space, and we're delighted to be working with them. We need very quick turnaround for this project. Toluna was extremely helpful in getting us the instant results that we wanted."

-Duncan Morris, Vice President, Research
CNN International

The Action

Partnered with Toluna, CNN International launched in 23 countries across Europe, the Middle East, Africa, Latin America and Asia Pacific, and Canada. Using Toluna QuickSurveys, CNN received data within 24 hours. Quick data delivery was coupled with real-time to TolunaAnalytics.

The Result

CNN International was able to make use of the data in the 19 markets immediately and present at a client conference in three days. Survey findings showed widespread international interest in US Election, and as a result of the data, CNN International debuted a new program 'State of the Race with Kate Bolduan' as survey reveals CNN as #1 International source of U.S.