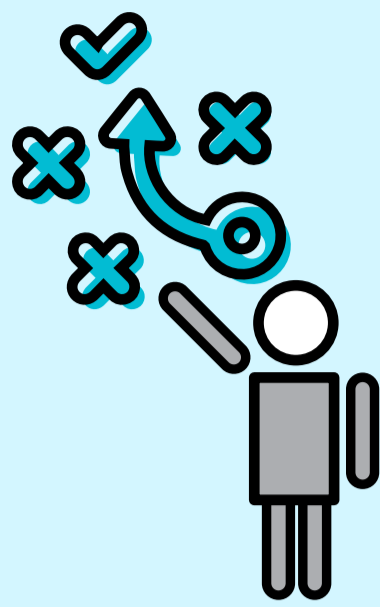


How a UNiDAYS Focus Group works



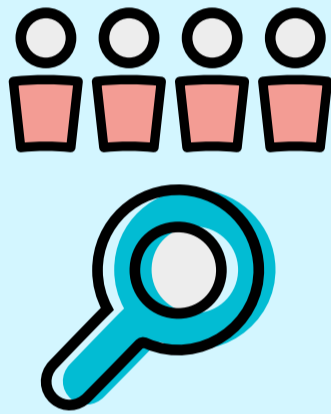
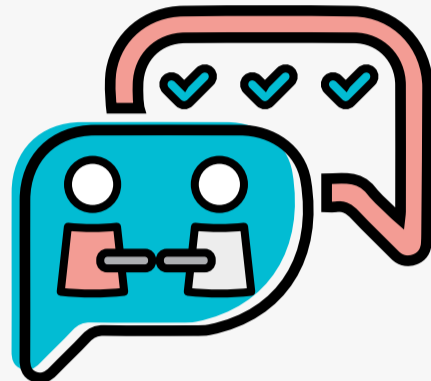
1 Scope

UNiDAYS consultants meet with you to understand your business goals. We determine what demographic, behavioral and psychographic traits we will screen for, as well as how many participants are needed.

Planning and logistics

We work closely with you to closely plan all of the focus group logistics. Focus groups can be held on site at UNiDAYS, virtually, or at a location of your choosing.

2



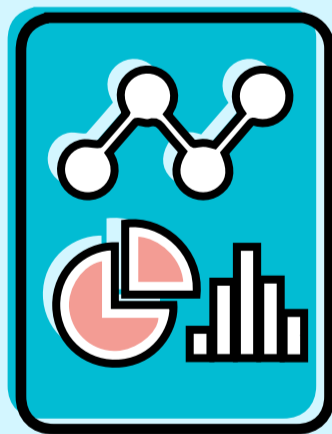
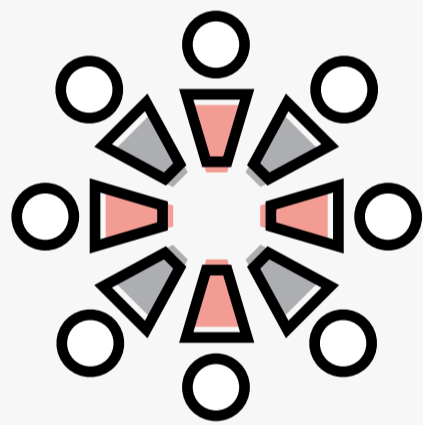
3 Participant recruitment

We carefully vet and select all Gen Z student participants to ensure both that they meet the audience criteria and that are likely to add value to the discussion based on their engagement style.

Focus group

UNiDAYS experts moderate and record the focus group, guiding the conversation in order to meet your desired outcomes.

4



5 Insights report

We recap the key learnings from the focus group in a report, to be delivered to you in a format of your choice.

Results

We present our findings, tying all of the focus group insights back to your business goals to ensure that you walk away with the answers you need.

6



Note: Some steps can be scaled up or down based on your needs.

UNiDAYS
Connecting brands with Gen Z
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