



Market Research & Surveys



Surveys at FKM

With 30+ successful studies, mini-surveys & acquisition projects, we are a reliable partner for brands in the baby industry (~900 Austrian participants per incentivized survey).

Our Expertise

- Everything from a single source: study design, technical implementation, acquisition, reporting
- In-depth understanding of the industry & target group
- Mobile-optimized survey flow (completion rates: +87%)

Survey Partners



1 Case: Edu- & PR-Survey

The largest DACH-wide campaign “Babywearing Survey” on the topic of babywearing, including product market research, with over 17,000 participants

About the Survey

- Focus: PR & Awareness
- Quotas: 60% Germany, 30% Austria, 5% Switzerland
- Press relations, incentivization & acquisition by FKM

Survey Partner

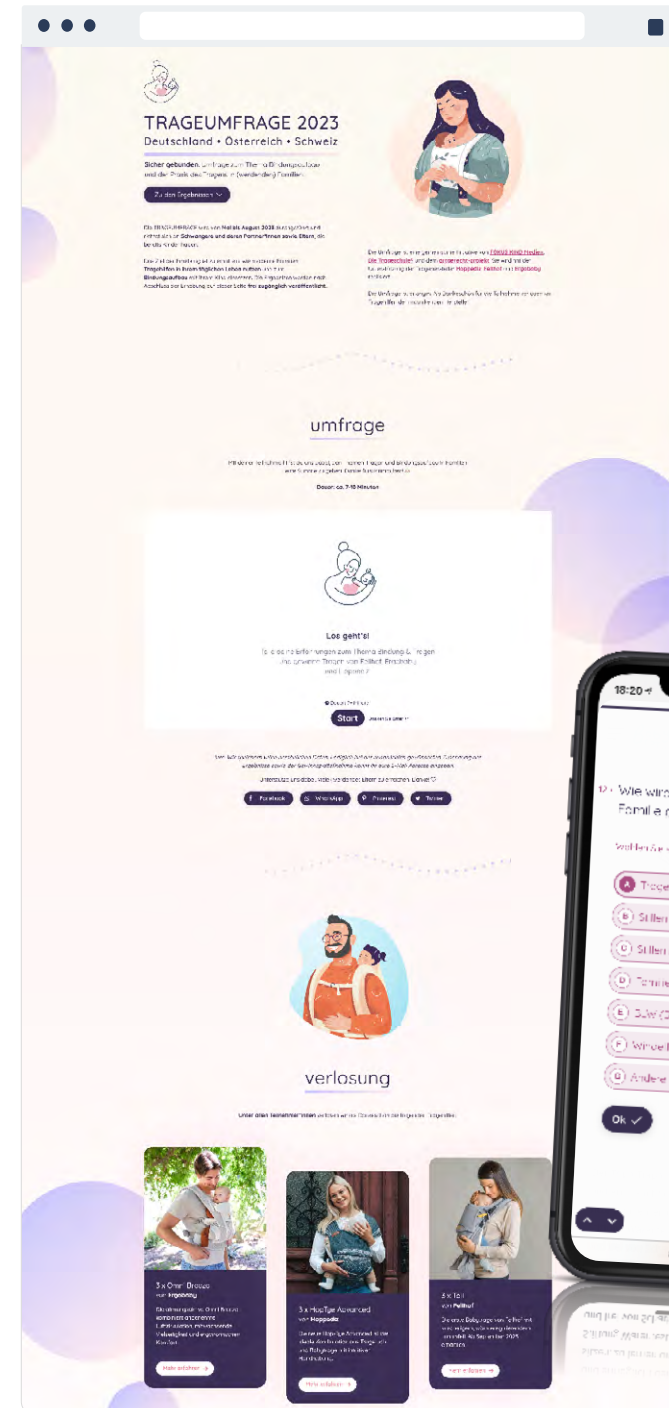


Click!

Participants 2020
10.132

Participants 2023
7.094

Landingpage
trageumfrage.com



2 Case: Brand Study

Unbranded market research for MAM Baby in Austria (2025).

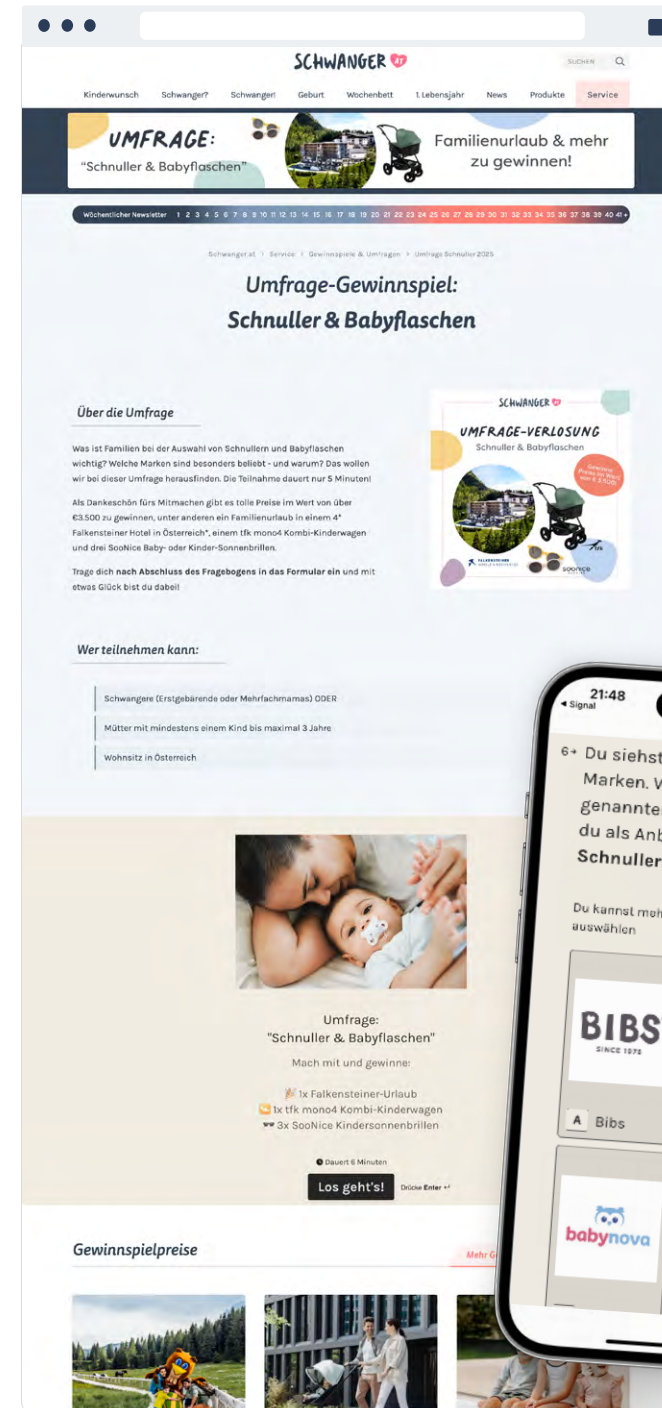
About the Survey

- Blind study
- Focus: brand perception & competition
- Acquisition & incentivization via FOKUS KIND Medien

Survey Partner



Participants
900+ (AT)



3 **Case: Product Development**

Complex, unbranded study as a basis for product development for Träumeland in Austria (2023).

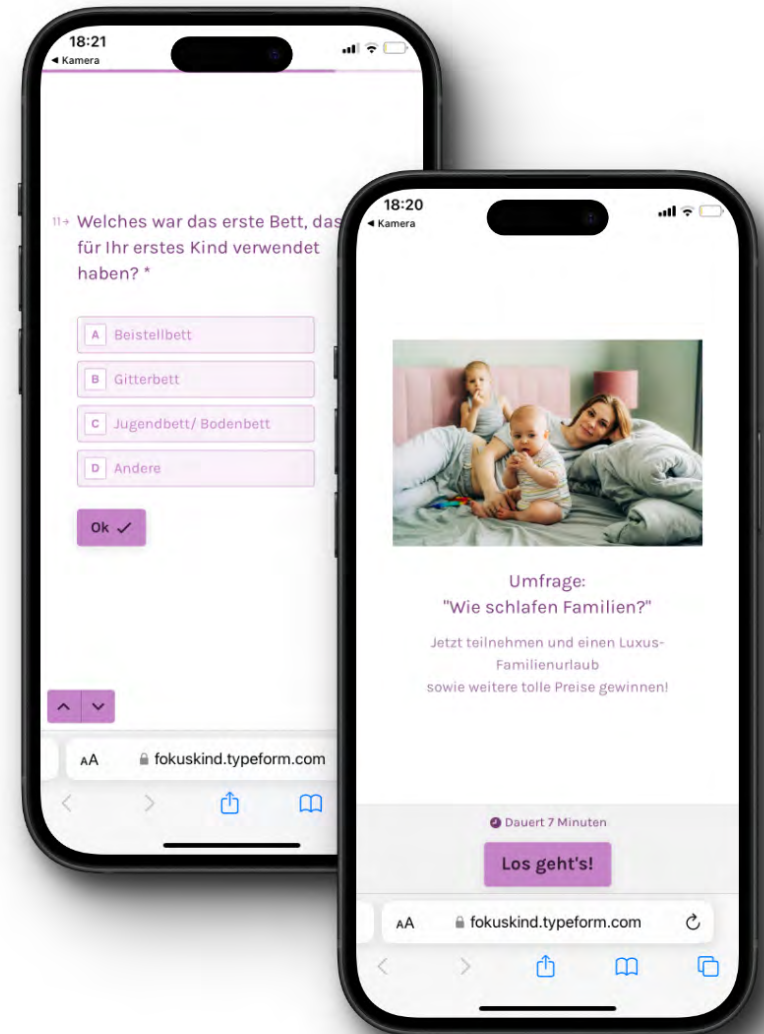
About the Survey

- Blind study
- Focus on the target group's purchasing & usage behavior
- Acquisition & incentivization via FOKUS KIND Medien

Survey Partner



Participants
894 (AT)



4 Case: Sentiment Analysis *(including Impact Measurement)*

RSV sentiment analysis among pregnant women and young parents, with a compact repeat measurement in spring 2026 to evaluate awareness, perception, and campaign impact.

About the Survey

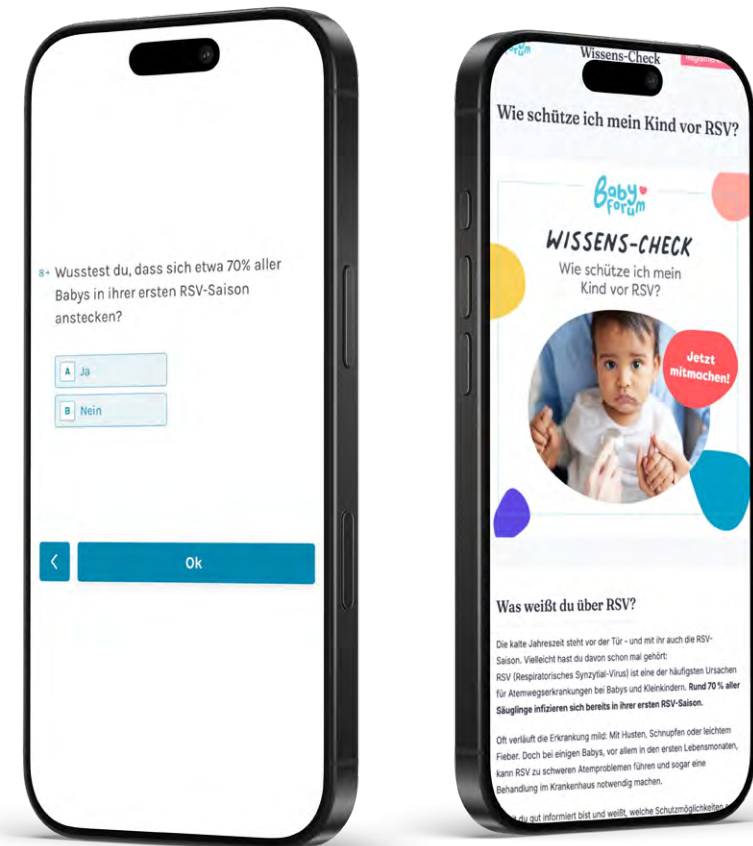
- Non-incentivised sentiment analysis (autumn 2025)
- Follow-up for campaign measurement (spring 2026)
- Acquisition via FOKUS KIND Medien

Survey Partner

sanofi



Participants (Total)
235 (AT)



Contact

We look forward to hearing from you!



Barbara Brischar

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Adress:

Included in this offer is the production of static advertising spaces with images, text, and web links. Landing pages, animated HTML5 advertising spaces, or other production requests should be supplied or ordered separately.

Project management, communication, reporting, and analysis are included in the booked services. We would be delighted to implement this campaign for you and guarantee the utmost care, personalized service, and execution according to the latest technical standards.

FOKUS KIND Medien (CRAFT & VALUE e.U.)

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