

# Consumer Insights for an internationalization strategy



## Market Research Survey

### Objective:

The down jacket specialist Bosideng is market leader in China with 200 million customers. Now the brand wants to take off in the West and internationalize their brand. The ISPO Collaborators Club helps Bosideng to enter the market with valuable consumer insights.

### Solution:

In order to find out the needs of consumers, a Europe-wide survey with focus on DACH countries was launched, in which people interested in sports and outdoor activities were asked about different aspects of sportswear in winter.

### Project results:

The results of the survey will be incorporated into the internationalization strategy and help to satisfy consumer needs.

### The project in numbers:

**1,500+ applications**  
**1 mio+ impressions on Facebook**  
**2,400 link-clicks on Facebook**







” We want to use the ISPO platform to listen to the market and become part of the sports industry community around the globe. In this way, we want to build our brand image worldwide step by step – this is only possible with ISPO. “

Gao Dekang, CEO of Bosideng

**ISPO Collaborators Club connects brands with passionate consumer experts ... to test, share and create ideas for sports products.**

### Your benefits

-  **gain brand ambassadors** by word-of-mouth marketing
-  **modern market research** by direct consumer feedback
-  **increase brand awareness** and reach by using our ISPO network
-  **benefit from our ISPO quality label**

Benefit from engaging project formats and direct contact to sports enthusiasts around the world for better product development.

**Learn more at [ispo.com/collaborators-club](https://ispo.com/collaborators-club) or contact [innovation@ispo.com](mailto:innovation@ispo.com)**