



< Research Lab Contest 2022 >

SILVER CERTIFICATE

This is to certify that

Team "Eastside Marketers"

successfully completed the Research Lab Intensive Program from 15th March to 27th May 2022,
with the participation of 16 Polish Universities.

Participants conducted a full national consumer survey about the possible introduction of a French beer
brand on the Polish market, including questionnaire design, responses collection, data analysis and results
reporting.

On behalf of the members of the jury of experts:

Pr. Stephane Ganassali
Marketing Professor – Univ. Savoie Mont-Blanc (France)
Sphinx Poland country manager

