

Spark Media partners with Lego to present Roots 2019

Spark Media has partnered with Lego to present the findings of Roots 2019. With a random sample size of more than 27,000 respondents, Roots is South Africa's largest consumer shopping behaviour survey.

The Roots Lego Scenes aim to take some of the data and translate it into practical, visual and fun scenarios of what our South African buyers and shoppers look like and do. Roots 2019 has incorporated new technology to both improve sampling and speed up in-field data collection.

Roots 2019 will launch in Durban on the 4 June, Johannesburg on 6 June and Cape Town on 11 June. For more information and to book your space visit <http://sparkmedia.co.za/about-roots/> or contact info@sparkmedia.co.za.

For more, visit: <https://www.bizcommunity.com>