

EVENT COVERAGE

23 September 2017

Spire chosen as Official Research Partner to the Challenge Iskandar Puteri triathlon once more



Spire Research and Consulting was honored to be appointed as the Official Research Partner for the Challenge Iskandar Puteri triathlon – a Challenge family sports event that covers 44 full and half triathlons in 26 countries. The event was held on 23 September 2017 at Puteri Harbour Marina, Malaysia.

Spire Malaysia conducted online and face-to-face surveys with 222 participants of the triathlon. 245 spectators from the fun and fit zone, Kids race as well as the popular 5km run were approached.

The surveys collected information about their demographic profile, interest in sports brands, travel choices, socio-economic status and degree of awareness about the event.

The event combined fitness with fun-packed activities such as Muay Thai, Floor Ball, Zumba, Street Soccer, Titan Games and a 90km Bike Course taking riders around the green city.

About Spire Research and Consulting

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit www.spiresearch.com.

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