

Client: A leading manufacturer of healthcare products

Brief: To pick the most suitable spokesperson to advertise their brand on TV

The solution: Respondents were shown a clip of each spokesperson reading the same script. Ratings covered appeal (dynamically over the duration of the ad via our custom measurement tool) and a range of key measures including likeability and credibility

A supporting Hotspots exercise was conducted to understand the appeal of individual parts of the script wording

The project was turned around from questionnaire approval to summary report in just 1.5 weeks

Outputs: Outputs clearly showed two strong potential spokespersons who were both likeable and delivered the right degree of credibility. The Hotspots exercise also identified that some relatively large scale changes were needed in the script

Impact: One of these spokespersons was selected for the full TV advert campaign, which used a revised script



Client: A major website company

Brief: To better understand the companies core target market and to track brand performance on a range of salient measures over time

The solution: A large scale usage, attitude and emotional profiling study amongst users (sourced from the client's website via a pop-up invitation) and non-users (sourced from our online panel partners) provided detailed and targeted information which helped formulate the brand tracking survey. Segmentation of this data provided a deeper understanding of the different groups present within the market, covering their behaviour, attitudes and motivational drivers

A quarterly brand tracking study was implemented to measure key metrics such as awareness and predisposition, as well as more targeted, softer emotional factors. The survey includes an element of competitive benchmarking, crucial in terms of ensuring that the website remains at the forefront in its field

Outputs: Multi-level reporting with a simple and interactive online summary report for key findings. Detailed reports helped to understand performance over time, and include drivers and dissatisfaction analysis

Impact: A range of initiatives have been taken to improve customer satisfaction levels and maintain a differentiated position. Key results now feed directly into the business' scorecard reporting system

