



## Campaign-Insight

Lead your market through innovative research

**Improve return on marketing investment through rapid feedback at each stage of your campaign in time for you to make any necessary adjustments.**

**Marketing Communications research that empowers you to:**

Adjust your campaign to increase ROI

Learn what to focus on, in terms of the message and channels to market

Obtain direct feedback on campaign effectiveness to increase future success



### Business Issues

- How is your campaign going to be perceived amongst different customer groups?
- How will your campaign impact your brand image and awareness amongst existing customers and prospects?
- In what way will different people react?
- How is the competition affecting the success of your campaign?

### KnowledgePartners can help by

- Tracking brand awareness before, during and after the campaign
- Testing the impact on behaviour and perception of your campaign and competing campaigns
- Testing for differences amongst different demographic and geographic groups
- Analysing how the message is being perceived, how is it impacting brand image, what is being valued, and satisfaction levels with the used medium

### Bottom Line Impact

- Increase the return on investment (ROI) of advertising spend by driving more results from informed and feedback-led spending
- Increase the effectiveness of your campaign by tracking its impact
- Make informed decisions about what channels and mediums to use, from feedback on their effectiveness. Learn for future campaigns how to achieve desired outcomes
- Protect your brand image and value by monitoring the impact of your campaign amongst existing customers and prospects

### Deliverables

- Reaction analysis:** reporting on changes in perception, effects on brand image, and segmentation
- Campaign assessment:** giving recommendations for either fine tuning of the current campaign or future planning
- Effectiveness report:** comparing the objectives of the campaign with feedback from the marketplace
- Impact analysis:** reporting on changes in value perception, and brand image amongst existing customers and prospects

### Actionable-Insight Product Range

KnowledgePartners research expertise are delivered through:

- Brand-Insight
- Reputation-Insight
- Consumer-Insight
- Segment-Insight
- Product-Insight
- Service-Insight
- Market-Insight
- Ad-Insight
- Campaign-Insight**
- Sector-Insight
- Shared-Insight

Specific consortium and syndicated studies are also offered on a shared cost basis, delivering top value at the fraction of the cost.

### Driving Market Research Usability

KnowledgePartners eReportal is used to deliver the value from research projects to the heart of your organisation.

Using online audio/visual presentations and interactive dashboards, dissemination amongst the research end users is easily achieved.

Each interactive dashboard is a multi-layered, data rich, pool of information. Users can drill down to the relevant information.

Each project has custom built dashboards, so that the client needs and objectives drive the outputs.

**For an online demonstration contact our research team on:**

**t: +44 (0)1539 444 555**  
**e: enquires@knowledge-partners.com**

**Is time of the essence?**

To obtain a rapid proposal the next working day, please go to our Rapid Proposal form online at: [www.knowledge-partners.com/contactus.html](http://www.knowledge-partners.com/contactus.html)



### Sector Expertise

KnowledgePartners has in-depth sector expertise throughout its network and covers B2C, B2B, B2E and C2G. Sectors include Automotive, Financial Services, FMCG, Healthcare, ICT, Media, and Public sector.