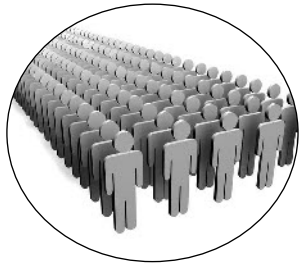


Redshift Research

Services for Public
Relations Agencies

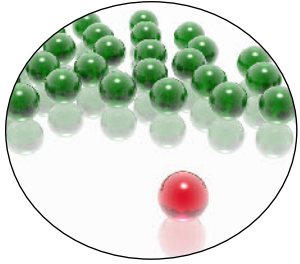


What We Do



Opinion Polls

Opinion polls are an excellent means of generating publicity, highlighting specific campaign messages, or reinforcing the company brand footprint. A key attraction of opinion polls is their versatility of scope and scale, from probing attitudes and perceptions to revealing consumer or business trends. The growth of online access panels has provided new opportunities to conduct cost effective opinion polls and consumer surveys. Redshift have established its own UK panel, “*Crowdology*” and established relationships with leading international panel providers, to ensure we work with the most appropriate panels for each poll.



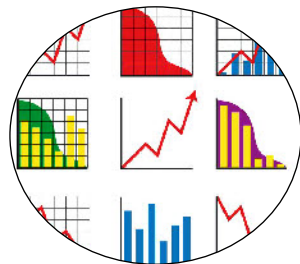
Thought Leadership

Market Surveys for PR are designed to provide in-depth, objective market insight, which helps to inform and shape future PR ideas and campaigns. Often more explorative or open ended, the objectives of in depth market surveys includes exploring market perceptions, trends, emerging challenges, industry developments or the willingness of the market to use new solutions. Robust research is vital for generating credible and news worthy White Papers.



Audience Analysis and Messaging Development

One of the more strategic uses of media analysis and market research is developing a rigorous understanding of the “messaging space” in which brands operate. There is little point in basing campaigns around topics and messages that (a) are not salient issues and (b) are already strongly associated with competitor brands. Redshift have developed a “messaging space” methodology for understanding audiences, which can be used as part of the strategic development of PR campaigns. Market research activity can play a critical role in (a) understanding what messages are resonant and (b) refining the phrasing and delivery of messages to ensure they are most appealing, persuasive and understood.



Media Analysis and Monitoring

Redshift have developed a series of analysis techniques specifically for monitoring and analysing media coverage, cost effectively and without the need for collecting original data from surveys. Media monitoring and analysis is particularly beneficial, in our experience, for public relations companies when they need to gather supporting information for new business tenders, or as part of ongoing client and campaign reviews, where there is often little scope (or budget) for conducting original research.



- Opinion Polls
- Sentiment Tracking
- Audience engagement
- Journalist mapping
- Press engagement
- Analysis of media coverage





Testimonials

"I've always found Redshift highly professional, quick to grasp a brief and always proactive in coming back with value added suggestions over and above the original request. When it comes to media analysis and research, Redshift has an excellent grasp on the needs of PR and marketing organisations. From brand personality profiling through to topic analysis for specific markets, the support we receive from Redshift makes our campaigns more targeted, effective and valuable. "

(Craig O'Boyle, Account Director, Bite Communications)

"Having used other research agencies we found Redshift willing to go the extra mile to deliver a great service through their knowledge base of European markets, by providing invaluable input into the brief, comprehensive analysis and reports, and generally being a flexible partner throughout. As a basis for either local or pan European marketing and public relations campaigns, Redshift has helped wow our clients on many occasions." *(Conor Lynch, Account Director, Text 100, Amsterdam)*



"Redshift are our first port of call when we need to commission consumer research. They provide simple, no fuss consultancy and turn results around quickly. In my experience, Redshift offer the best value consumer research on the market"

(Louis Blake, Account Exec, Lexis PR)

"Our focus is on B2B and B2B tech research. We need research delivered on time, against tight timelines, sampling often very senior people. Then, once the results are in we

need fast, clear expert analysis. We wouldn't recommend anyone else to our clients"

(Bob Dearsley, Chairman of ITPR Group)

Effective Procurement of Research

Redshift has established an extensive network of research partners across Europe, the US and Asia. Our ability to work with trusted partners means we can guarantee high standards of data collection.

Flexibility to use the best suppliers

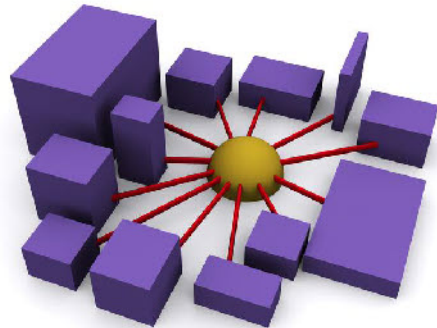
At the same time, our knowledge and experience of suppliers ensures we are able to source the best supplier for the specific requirements of the project. Some fieldwork agencies are, for example, better at interviewing Finance Directors, while others are better at reaching engineers. We simply work with the best agency for the project.

Leveraging Fair Value from Suppliers

Redshift don't work with the cheapest suppliers, but the fact that we are not tied in to any supplier relationships or need to use internal fieldwork units means we can leverage fair value from suppliers. At the same time, we do enjoy volume discounts with leading online access panels, which means we can offer very competitive rates for consumer and opinion polls.

- Core team of experienced researchers to design and implement surveys
- Data analysis and modelling undertaken by Redshift team
- Partner with leading and specialist fieldwork agencies and consumer access panels in Europe, USA and Asia

“In my experience Redshift offer the best value consumer research on the market.” *Louis Blake, Lexis PR*

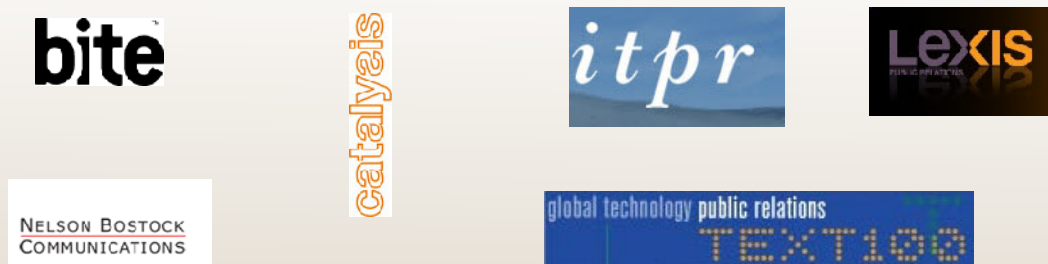


Experience of Leading Brands

Redshift have worked with leading brands on PR projects in the UK and globally.



Redshift have worked with leading PR agencies in UK, Europe, US and Asia.



Focus on Business Research

Business Research Expertise

Redshift are specialists in b2b research. The majority of our projects have exclusive or a significant business to business research focus.

Market Research in b2b and Business Markets requires a different approach

Because we understand business issues, from SMEs to Enterprise organisations, from global management consultancies to niche software resellers, we know how to apply market research tools to the needs of business markets.

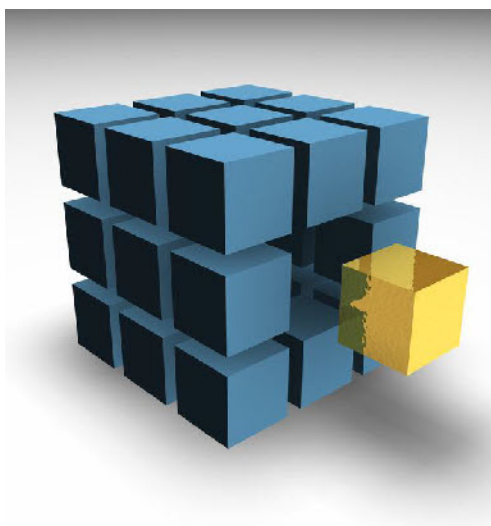
Of course, business research covers a very broad terrain. Our experience spans micro businesses, SOHO, as well as 'prosumer' and 'consumer tech' markets.

Redshift regularly interviews a diverse range of respondent groups from IT Directors in FTSE 100 companies, to public sector managers, owners of small businesses, through to 'prosumers'.



Understanding Consumers

Not all consumers are the same! Understanding consumer audiences, their characteristics and motivations is fundamental to effective targeting in Public Relations and marketing campaigns. Redshift knows how to reach nationally representative audiences, as well as niche market segments, quickly and cost effectively, both in the UK and across international markets.



Consumers

- Youth
- Bloggers and Tweepers
- Young Mothers
- Children
- Frequent travellers
- Prosumers
- Online Gamers

Business Decision Makers

- IT Director
- Finance Director
- Architects
- Chemical Engineer
- Surveyor
- Marketing Director
- Human Resources
- Accountants



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