



# Let's go Multi-media!



Rachel Brown, Oxfam, Fiona Blades, MESH Planning and  
Donald Gilmour, Participant Valued Opinions

# 3 Perspectives

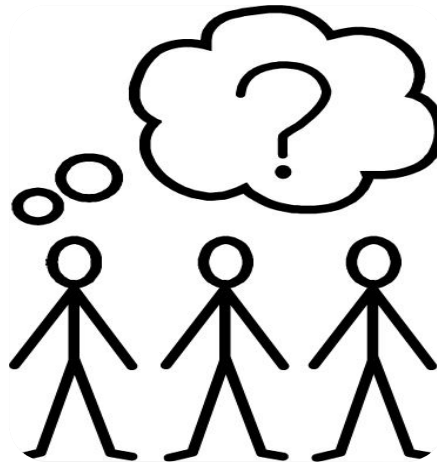
Client



Agency



Participant



## Remember the old world...

The client briefs the agency...

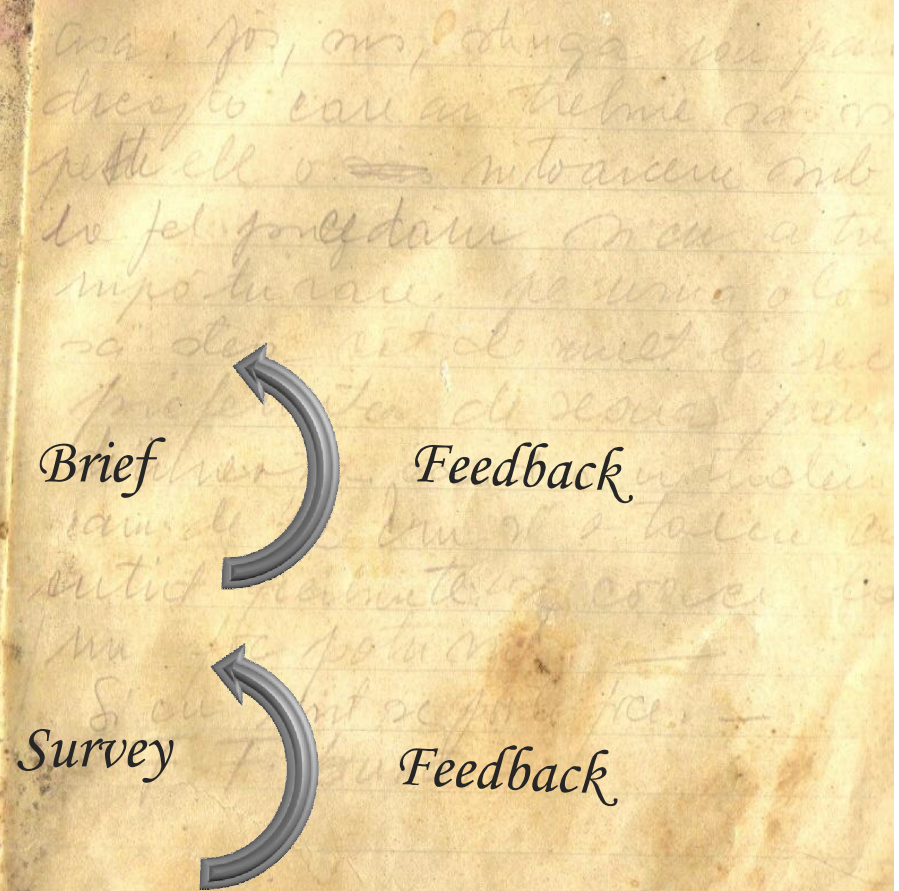
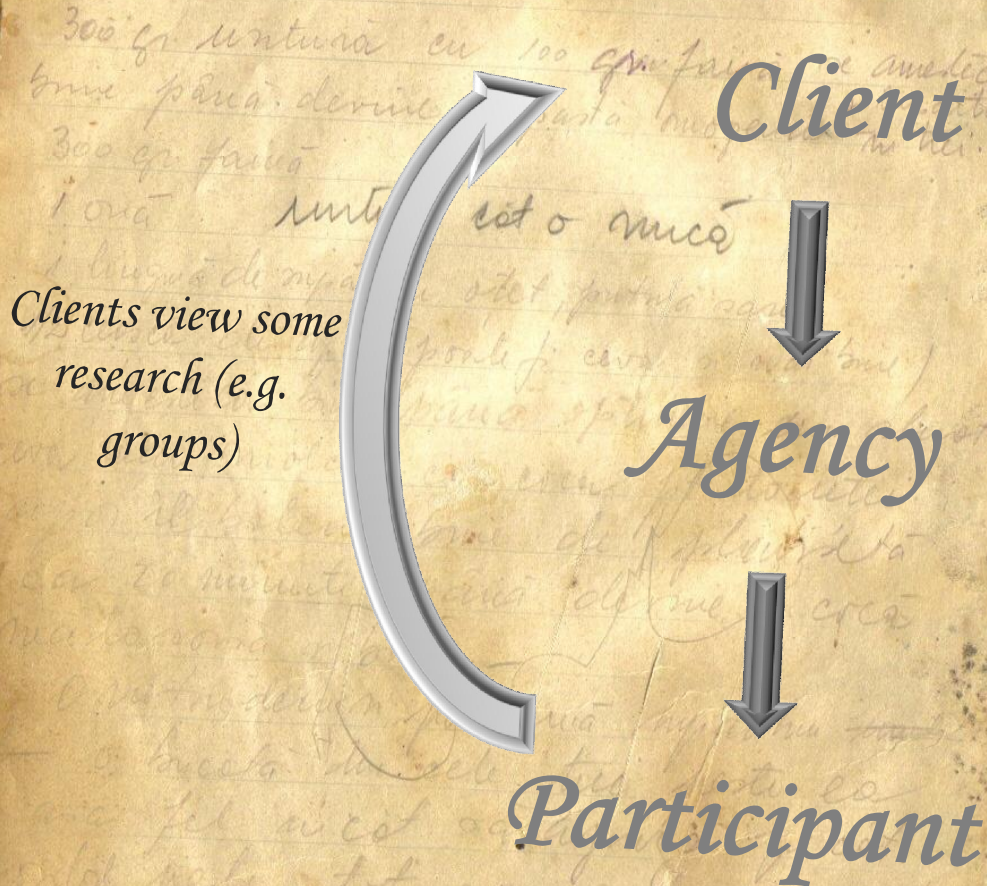
The agency designs research and finds respondents...

The respondent answers questions,  
often in a vacuum



# The Old Model

*Flăjar (Dna Schickel)*





Welcome to a Brave New World

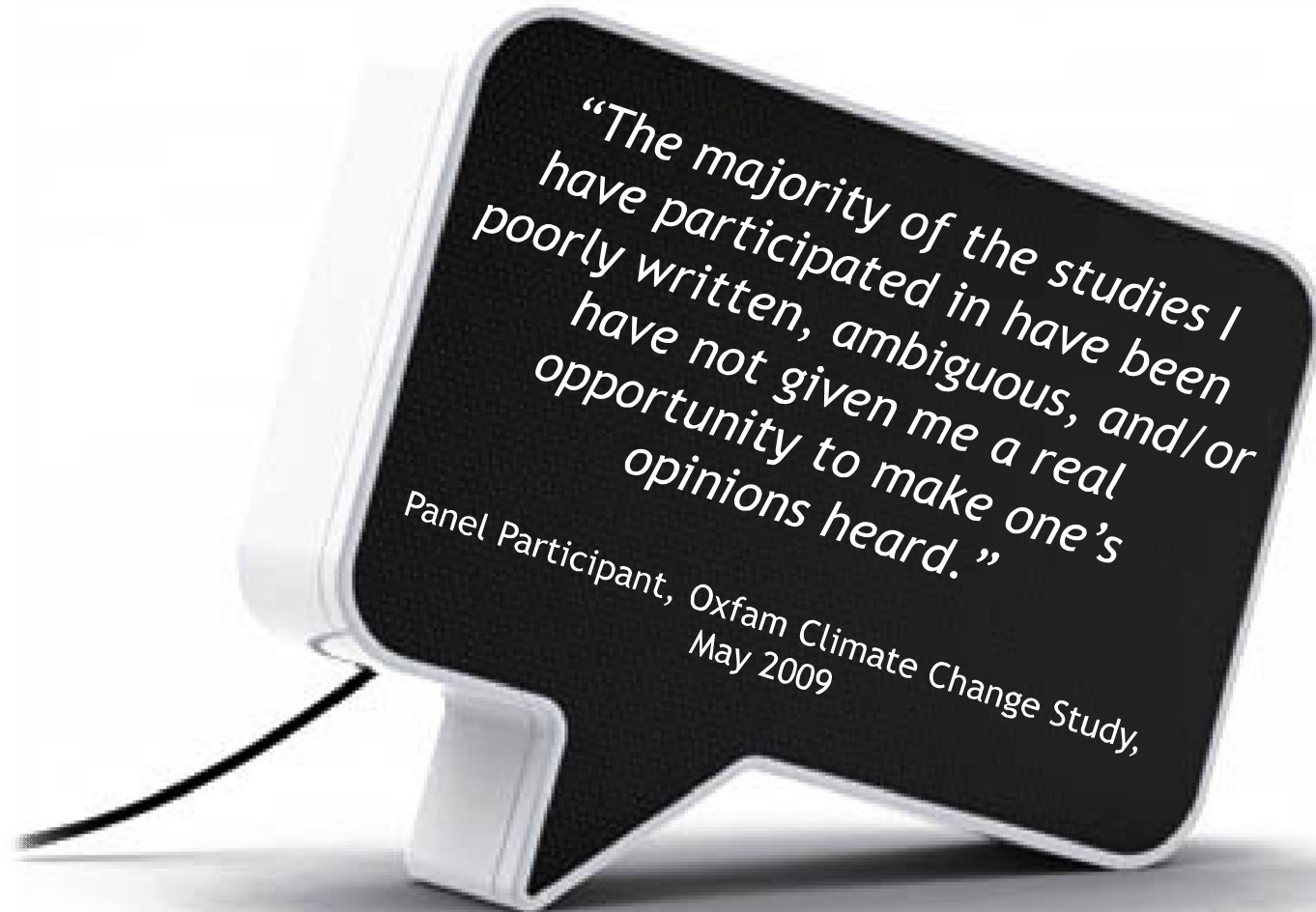
# The New Model





Catalysts for change -  
Technology

# Catalysts for change - Professionalising of respondents



# Catalysts for change - Data gathering and passive research



# Catalysts for change - Real-time data collection



# Catalysts for change - Getting into bloodstream of organisation

- Research doesn't sit within the research specialism or even just the Marketing team: it needs to go broader
- Workshops with PR and brand teams, debriefs to anyone who communicates with our supporters and the broader public
- Entails a basic understanding of the research methodology and the results, but more of a focus on "so what?" What are we going to do differently as a result? - I'll share some examples shortly



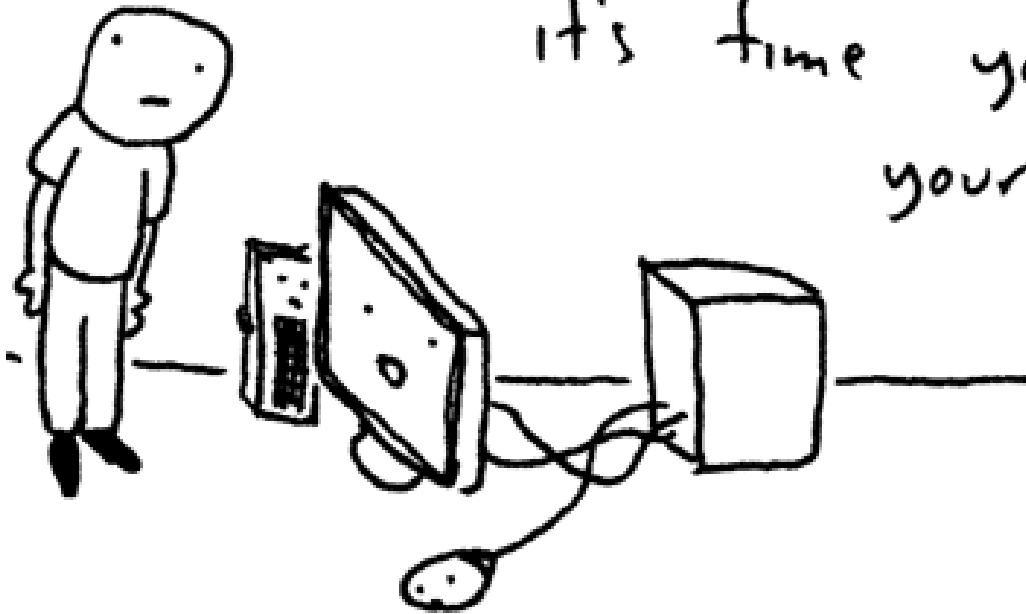
Catalysts for change -

Consumer power and...  
...the listening culture



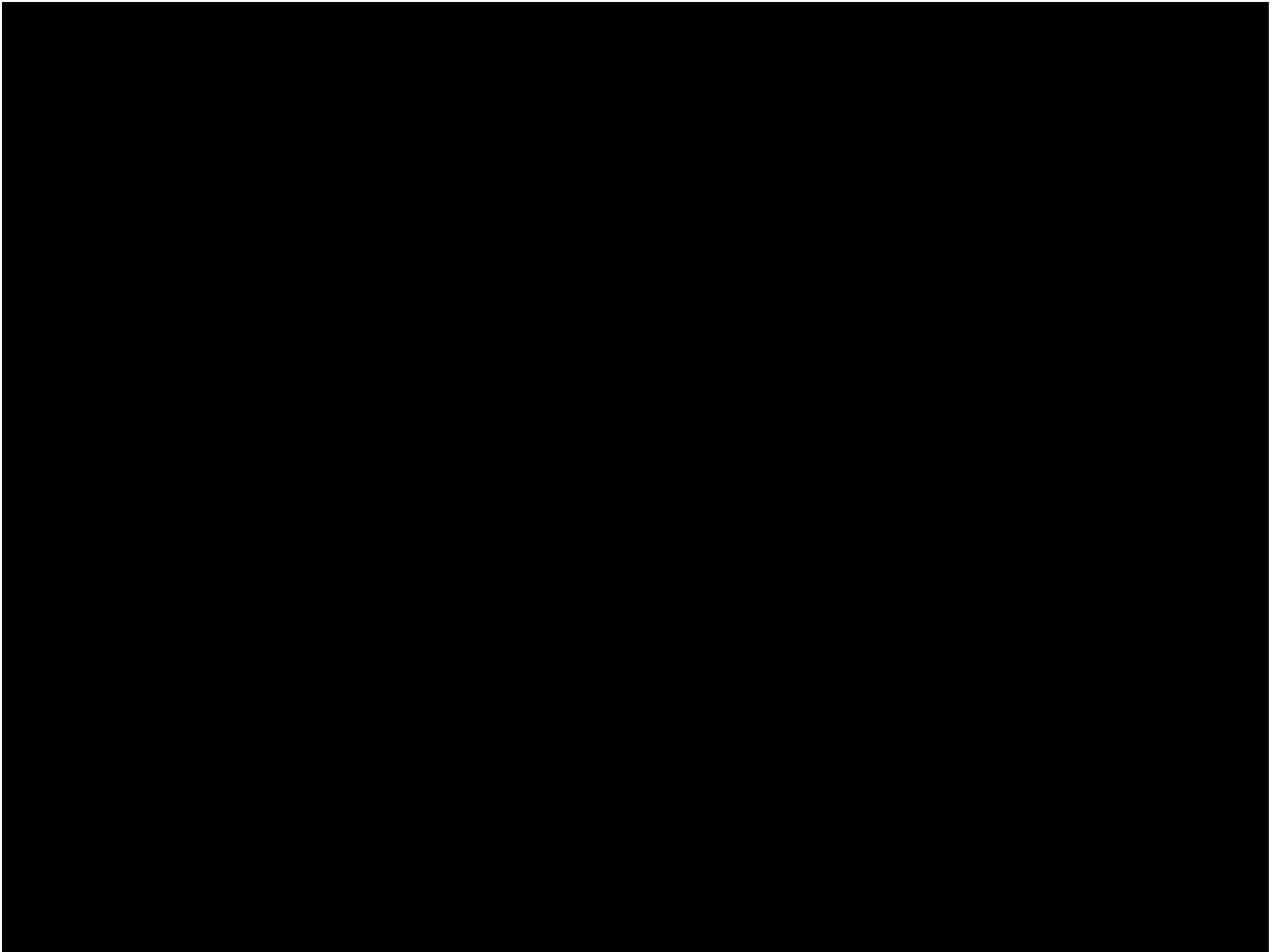
# Catalysts for change - New venues, new language

we've been talking...  
and we all think  
it's time you updated  
your blog





## 3 perspectives on the Oxfam case study



# On our own we're only human. Together we're Humankind.

From sanitation that saves lives to helping the world's poorest fight the effects of climate change, everything we do is powered by people. People with big hearts and big ideas, who channel their passion into beating poverty. So if you've got fire in your belly, join in. Be moved by the state of the world, outspoken about what's unfair and excited about making a difference.

**Be Humankind**



Be Humankind



# Why is a 360 degree perspective important to Oxfam?

Shops as well as TV

Stakeholders from brand management  
to trading to media campaign team

Pull apart impact of campaign  
elements

From message - to media and  
context too

# Climate Change study



Oxfam work on climate change because it's already impacting on poor people, now. It threatens all the gains made in overcoming poverty. We want people to know this.

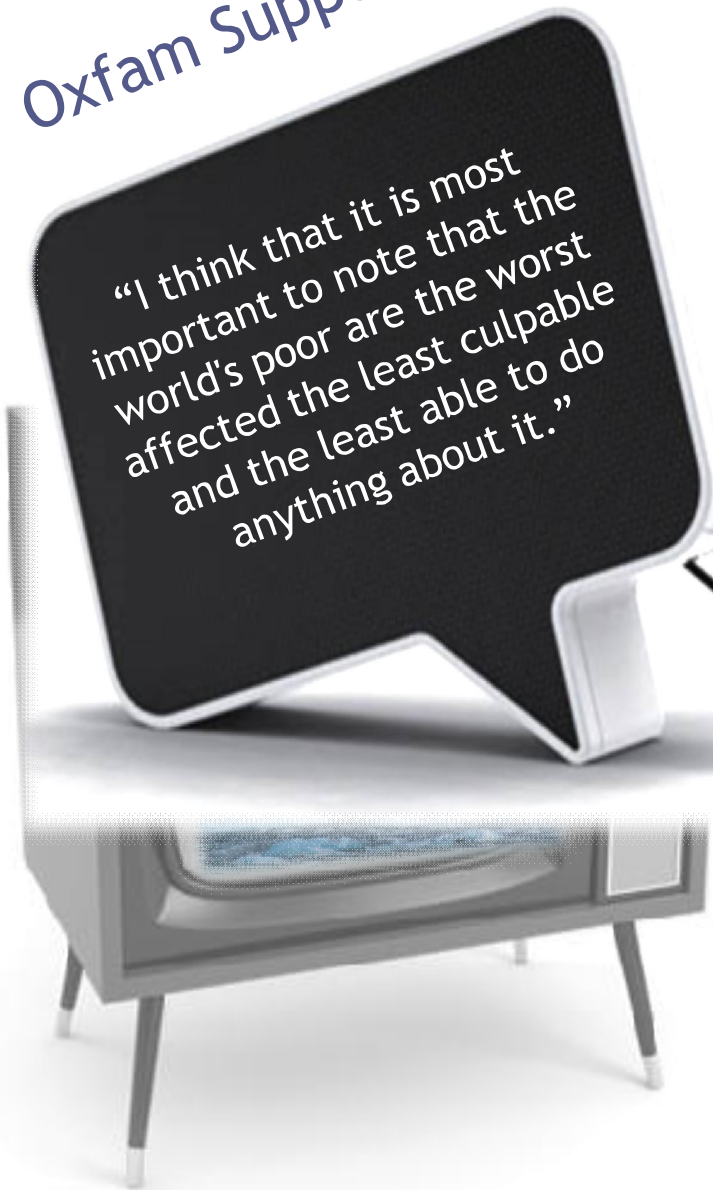
## Oxfam Supporters

"I think that it is most important to note that the world's poor are the worst affected the least culpable and the least able to do anything about it."

## General Public

"Especially the polar bears which are currently in the media and are very endangered. Also, stopping the glaciers - vital to penguins, seals, polar bears etc. from melting destroying each other etc."

to think




# TROI real-time research captures 360 experiences

19	Mon	20	Tue	21	Wed	22	Thu	23	Fri	24	Sat	25	Sun	26	Mon	27	Tue	28	Wed
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Each participant is in the field for one week

## Legacy Brand Health



Participants complete a Legacy Brand Health questionnaire in advance of starting the real-time texting process. This contains the usual tracking measures plus other metrics.

## Current Brand Experience



Participants text the brands and experiences they come across during their week in field. We agree the brand and experiences together.

Every other day participants are required to visit their SMS diary to embellish the experiences they have already texted about.

## Future Brand Direction

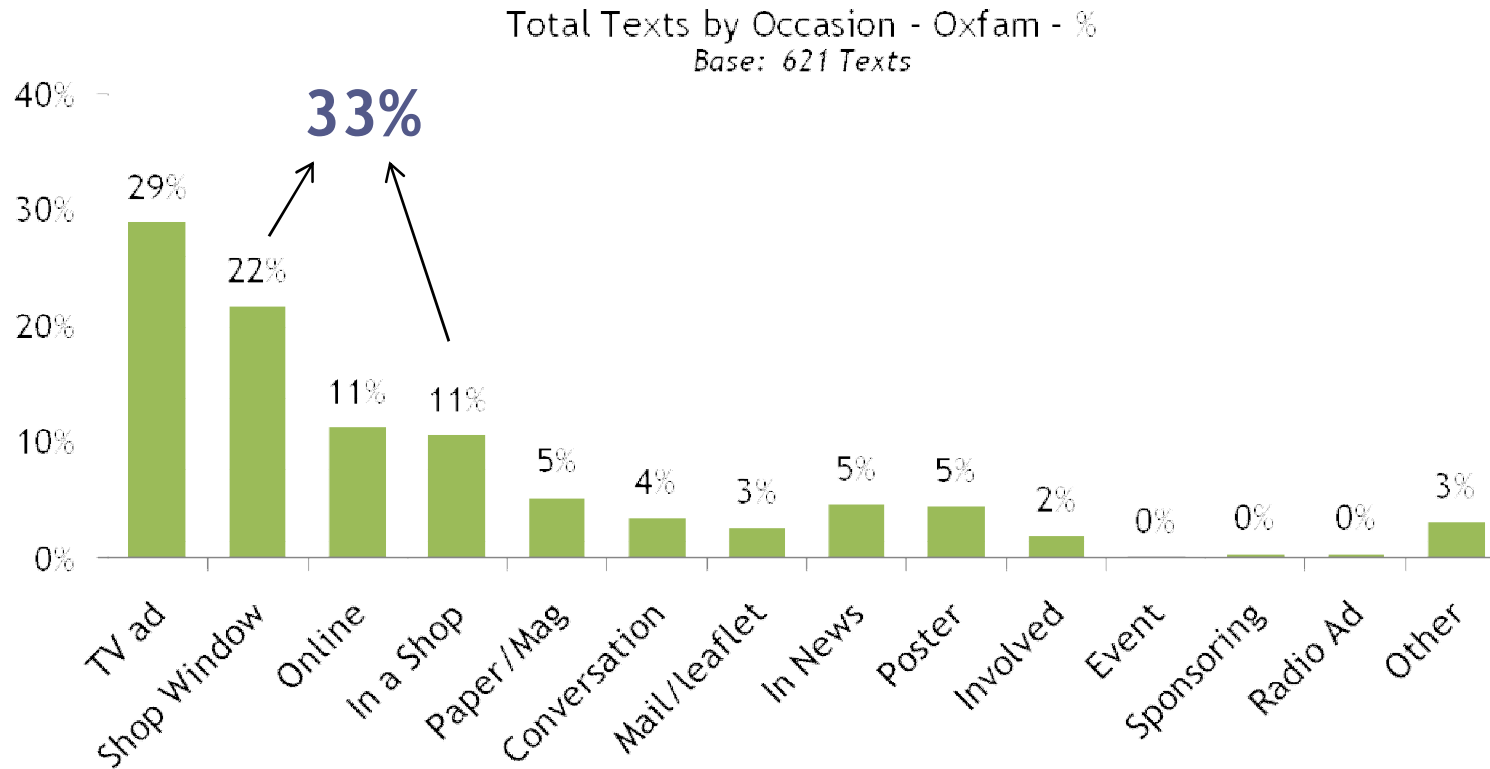


After 7 days of texting and a final visit to the diary participants complete a Future Brand Direction questionnaire before exiting the survey. This is a good place to look into specific ad recall and diagnostics in more detail.

A photograph of numerous incandescent lightbulbs scattered on a dark surface. One bulb in the center-right is illuminated, casting a warm yellow glow and a soft shadow on the surface. The other bulbs are unlit and appear as dark, out-of-focus shapes in the background and foreground.

New Insights

# The importance of retail

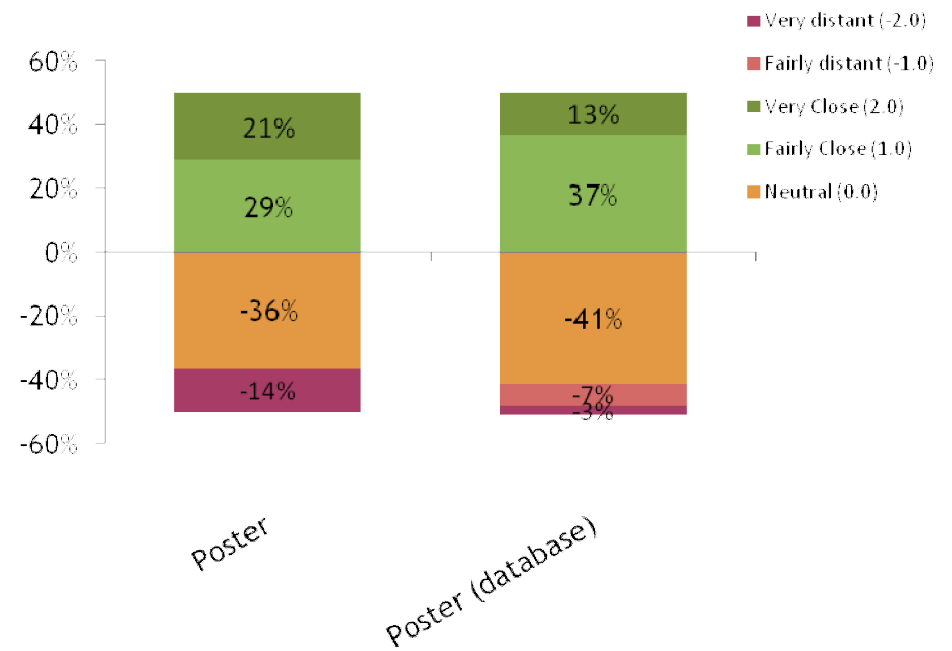


**ACTION TAKEN: Shop media developed for Climate Change**

# The success of Posters in Be Humankind

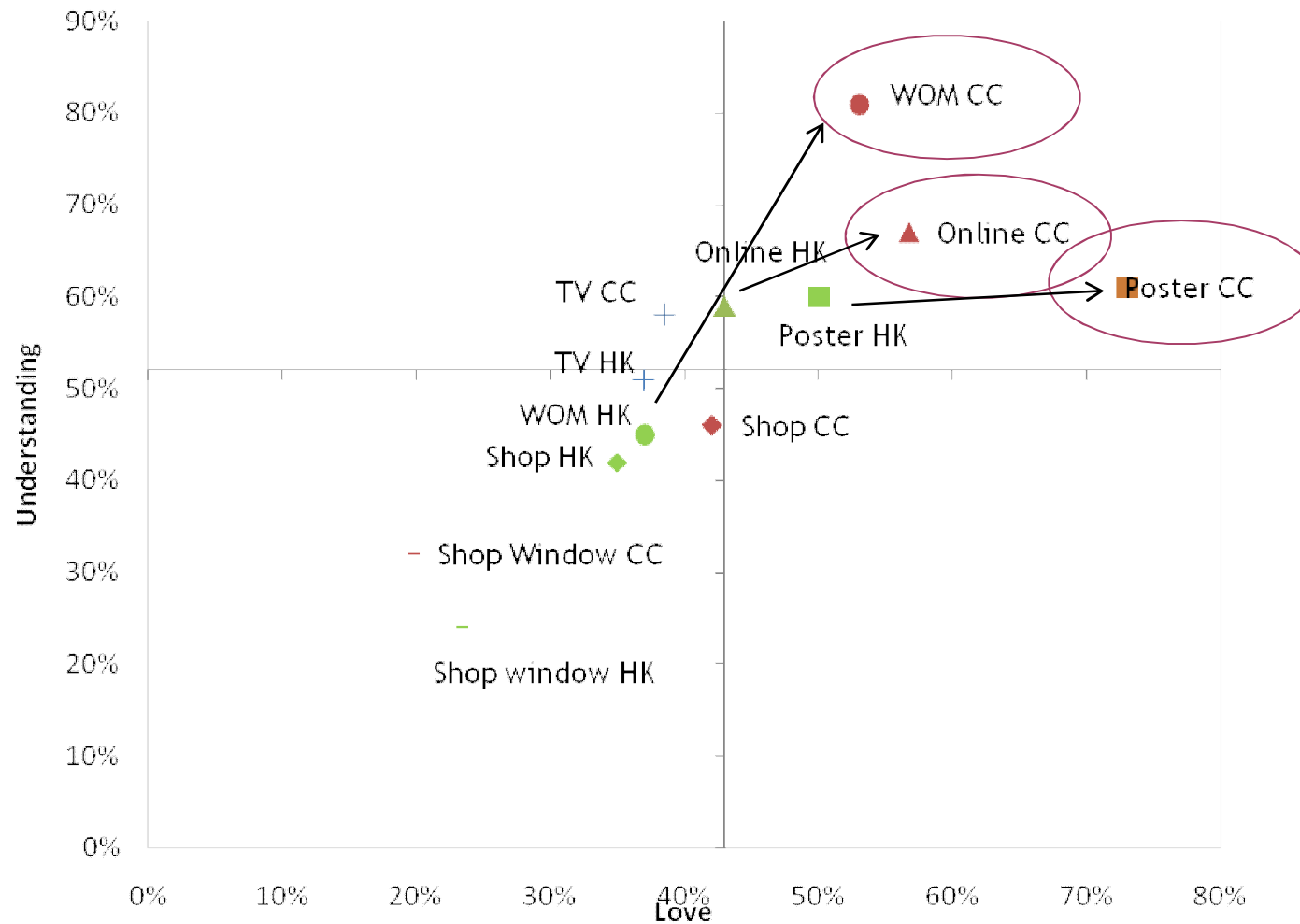


LOVE by Touchpoint - Oxfam (BHK) vs. Database  
Base Size: 621 texts



**ACTION TAKEN: Visual identity kept for Climate Change**

# Impact of Climate Change campaign on brand metrics



**ACTION TAKEN:** Further burst with evolved work



# Integrated Research Programmes



Once people are doing TROI we found they were interested in contributing to the project in other ways



# MySMSDiary - a participant innovation



# OurBoardroom - another participant innovation!



**Oxfam Boardroom Report**

**Oxfam**

**The Human effects of Climate Change**

- Emergency rescue boat India 2007

**How Oxfam is tackling climate change Here & Now.**

- Dealing with disaster
- Holding back hunger
- Fighting for a fair deal

**Communicating the Human effects of Climate Change**

**Taking Action**

**Health and Education for all**

# As a result we have created 3 Integrated Research Programmes for Oxfam

## 1. Be Humankind



# As a result we have created 3 Integrated Research Programmes for Oxfam

## 2. Christmas Shopper

3 x Shop Teams

Online

Unwrapped

High Street



Build up to Christmas

w/c 24<sup>th</sup> Nov

w/c 1<sup>st</sup> Dec

w/c 8<sup>th</sup> Dec

w/c 15<sup>th</sup> Dec

w/c 22<sup>nd</sup> Dec

Online Quantitative Study + Intercepts (26<sup>th</sup> Nov - 22<sup>nd</sup> Dec)

Data Collection



Shopping Boardroom (3<sup>rd</sup> Dec - 22<sup>nd</sup> Dec)



# As a result we have created 3 Integrated Research Programmes for Oxfam

## 3. Climate Change

May

June

July

Media Plan

Brand Campaign

Data Collection

TROI  
(May 13<sup>th</sup> - June 26<sup>th</sup>)

+

TROI  
Database  
Case studies

OurBoardroom  
(May 20<sup>th</sup> - July 1<sup>st</sup>)



# Donald's Data

## Questions

Demographics

Attitudes

Brand metrics

Main message

Communication  
evaluation

## Texts

Touchpoints  
encountered

Response to touchpoints

Time of day/day of  
week

Comments

Photos

## Forum

Posts

TROI

OurBoardroom

# Double the value, half the cost



Participants already employed  
COST EFFECTIVE

Knowledgeable Participants  
DATA QUALITY

Data from one set can be appended to another  
DATA INTEGRATION

Internal teams brought together  
CLIENT INTEGRATION

What research do we like?

## Hands on, active and practical

*“Face to face and hands on research into the use of BBC iPlayer. I learnt a lot and so did the research team.*

*They could see how easily or otherwise a novice to using the system coped and understood the system. I know that after using many, many people to do this survey they “ironed out” many difficulties and minor problems to the user.”*

Panel participant, Oxfam Climate Change Study, May 2009



## Giving and learning

*“The most enjoyable survey I participated in was a text research/week long diary survey for newly released films. I had to text whenever I saw anything related to the films listed. I am an avid film fan so this survey particularly interested me.”*

Panel participant, Oxfam Climate Change Study, May 2009

## Fitted into my everyday life

*“This one because I wasn’t just sat in front of the computer for the whole thing. I enjoyed texting a part of the research.”*

*Panel participant, Oxfam Climate Change Study, May 2009*



## Ability to do a good job

*“This one relating to charities and texting in whenever I see an advertisement for certain charities. I feel like I was doing something practical instead of just answering what can sometimes feel like continuous ‘pointless’ questions on a website.”*

Panel participant, Oxfam Climate Change Study, May 2009

# What is Multi-media research?

Online diaries



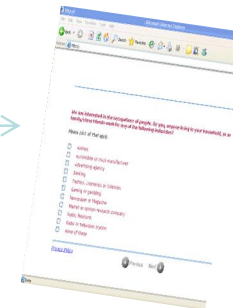
Groups, depth interviews,  
products to test



Blogs



Online surveys



Photos and  
videos



Online forum



Texting



**Help the  
brand**

## Why does it work?

Having someone on your shoulder  
TEXTING

More accurate feedback  
TEXTING

My views get heard  
OURBOARDROOM

More interesting  
PHOTOS AND DIARIES

Choice of ways to express ourselves  
MULTI-MEDIA

# 3 perspectives on how things will move forward



360 Perspective



Integrated Approach



Multi - Media

The final word...

Let's go Multi-Media