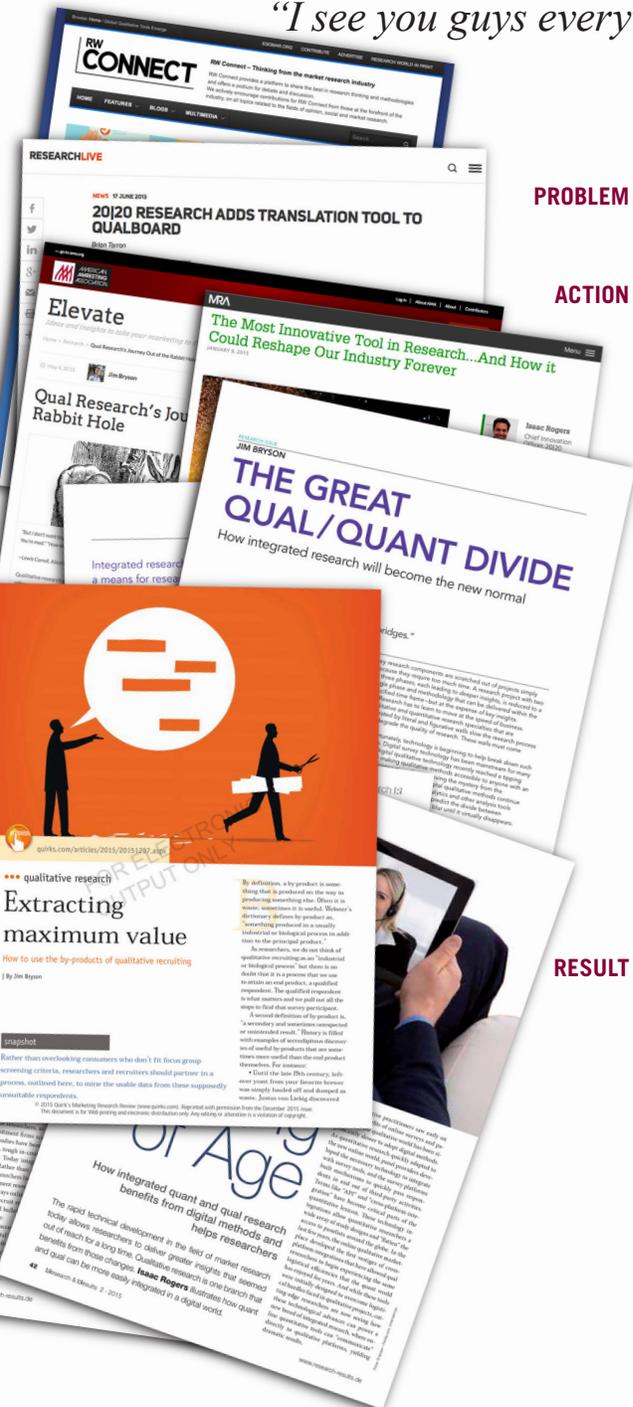




CASE STUDY | INCREASED EARNED MEDIA STRATEGIES FOR 20/20 RESEARCH

A three-year awareness building project helped this marketing research tech provider go from customary industry recognition to

“I see you guys everywhere!”



PROBLEM An important player in global online qualitative marketing research, 20/20 needed to broaden its B2B exposure to increase sales in a crowded marketplace.

ACTION A three-pronged strategy used (1) aggressive news releases to generate increased exposure for the company's products/services, (2) educational articles in key industry pubs to position company leadership as industry thought leaders and (3) social media to drive broader coverage.

Over a three-year period, 27 new products were announced via news releases and covered in key qualitative/quantitative research publications/websites around the world. Occasionally, the company also pursued additional tactics such as a tongue-in-cheek presidential debate poll to demonstrate in both trade and consumer press the power of Facebook in research.

At the same time, the company's leadership (CEO/COO/Tech subsidiary president/ others) developed 35 educational thought pieces for the trade press focusing on how current and approaching technologies/industry trends could best be harnessed for more insightful research.

Where possible, all resulting media exposure was merchandised using social media, predominately Twitter, LinkedIn and Facebook.

RESULT The project yielded strong awareness growth: 41 print and broadcast media hits were generated in 2013, 64 in 2014 and 77 in 2015, a 47 percent increase in exposure. All landed in a variety of targeted industry trade books including Research World, Quirks Marketing Research Media, AMA (American Marketing Association) Marketing Insights, Survey magazine, etc. At the same time, several 20/20 execs were named to top industry lists and the company's CEO was singled out as Market Researcher of the Year. Today, the firm is the global leader for online qualitative research software/services and the preferred technology provider for Kantar, the number one research firm in the world.