

# Kith

Crisis Communications & Reputation Management

# LEVERAGING STAKEHOLDER RESEARCH FOR YOUR COVID COMMUNICATIONS STRATEGY

Hosted by Bill Coletti

Webinar#4 in Kith's COVID-19 Communications Series

# WHAT WE WILL COVER:

- Conducting stakeholder research during COVID-19
- Fully customized, comprehensive research options and the building blocks of good research
- “Off-the-shelf” solutions: exploring economical tools for effective message testing
- D-I-Y research: best practices, tools and insights



# STAY HOME. SAVE LIVES.

Help stop coronavirus

- 1 STAY** home as much as you can
- 2 KEEP** a safe distance
- 3 WASH** hands often
- 4 COVER** your cough
- 5 SICK?** Call ahead

# CLARITY TO POWER

We want to empower you to be a strategic advisor to your CEO, President, or leadership team.

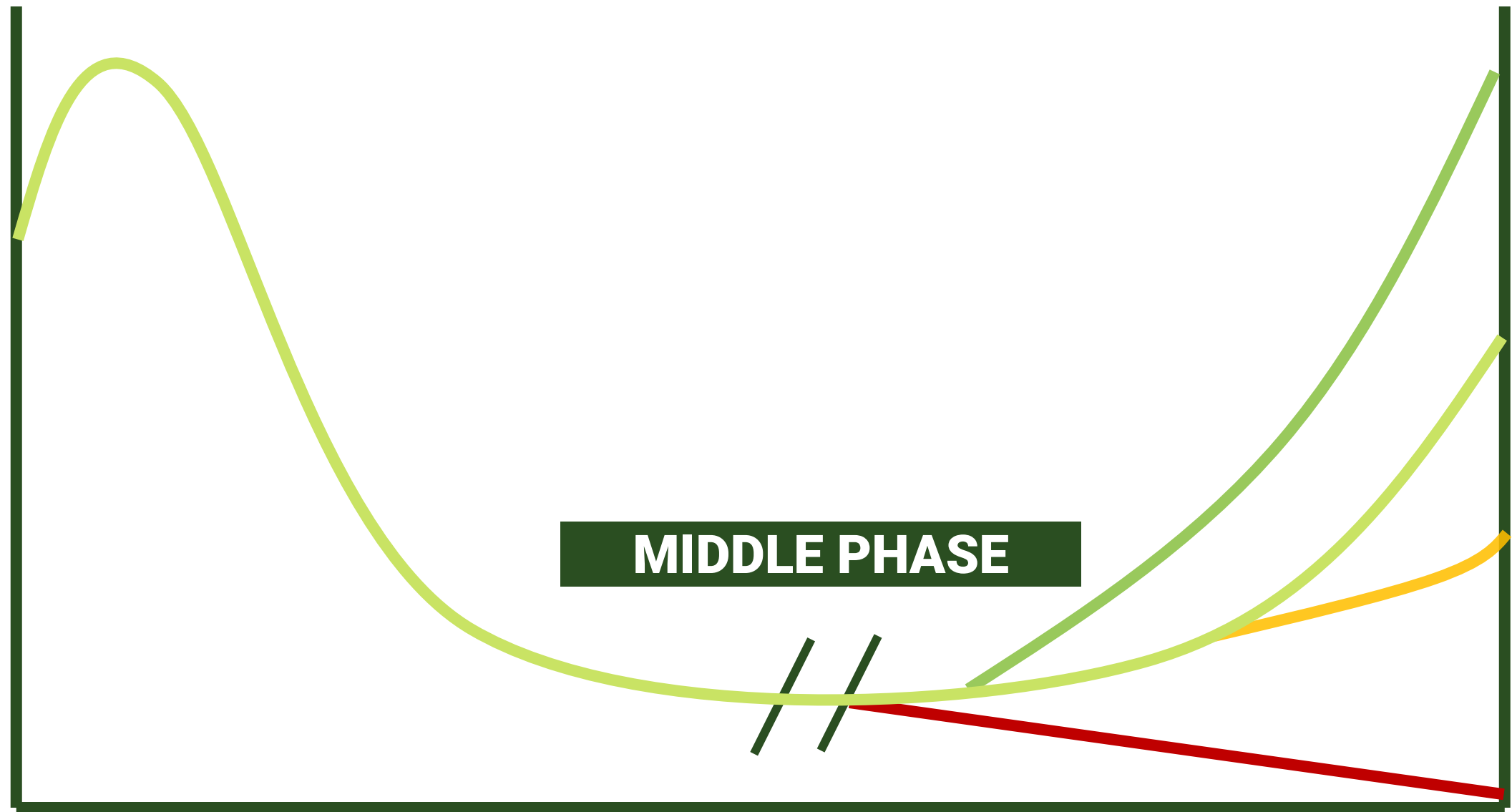
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## ASKING THE RIGHT QUESTIONS

**INITIAL RESPONSE**

**COMING BACK**

**MIDDLE PHASE**





**Which “lifeguard”  
will you trust to say  
it is safe to get back  
in the water?**





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**“WHAT GOT YOU HERE, WON’T  
KEEP YOU HERE”**

**A QUESTION TO CONSIDER:**

What would reasonable people appropriately expect  
a responsible organization to do in this situation?

**80/20**

# **Conducting stakeholder research during COVID-19**



# WHY CONDUCT RESEARCH NOW?

- Does your planned internal or external communication hit the mark?
- How have consumers changed their usage or purchase plans due to the pandemic?
- Is your product an appropriate one to be marketing during COVID-19?
- Do you have an objective measure of how your employees are doing?
- What groups “get” your messages – which may be missing them?

# RIGHT SIZING YOUR APPROACH



# WHO MATTERS MOST?

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**1.**

**Fully customized, comprehensive research  
options and the building blocks of good research**

# CUSTOM RESEARCH: PROS & CONS

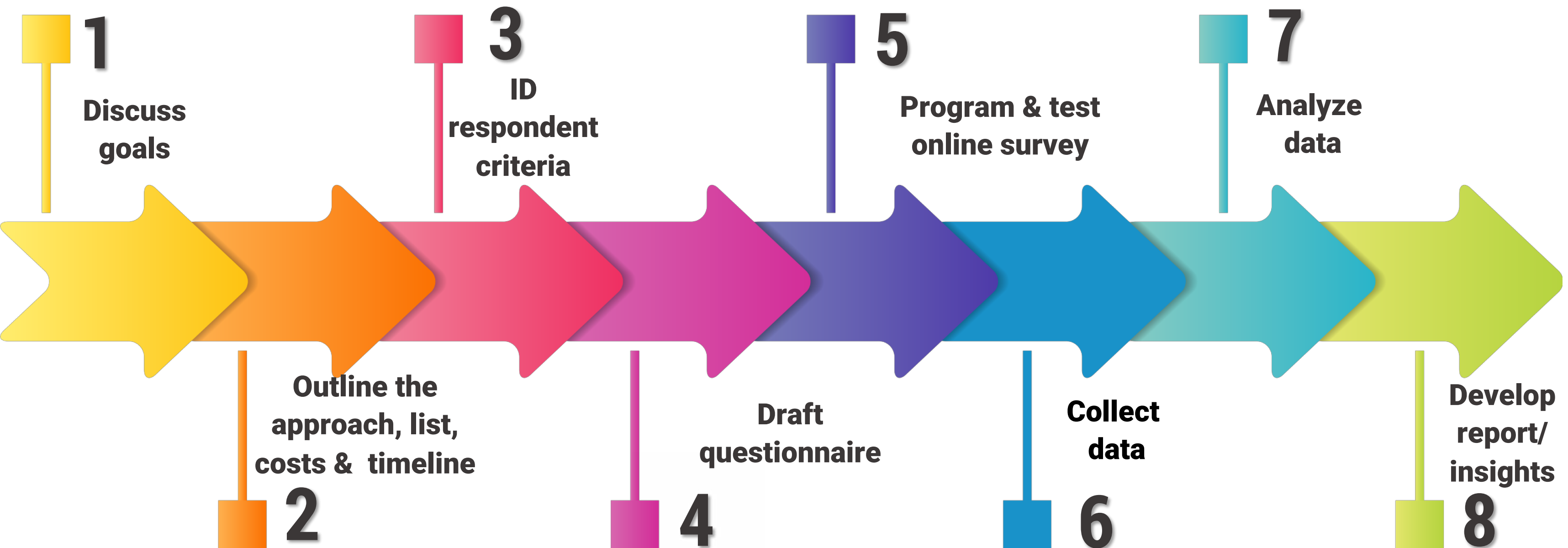
## PROS:

- Allows for the greatest complexity
- Every element is tailored for your goals
- The best way to manage multi-jurisdictional studies
- Analytical software allows for weighting and filtering of respondents

## CONS:

- Is the most expensive option
- Depending on the details, can take the longest to do
- Possible TMI

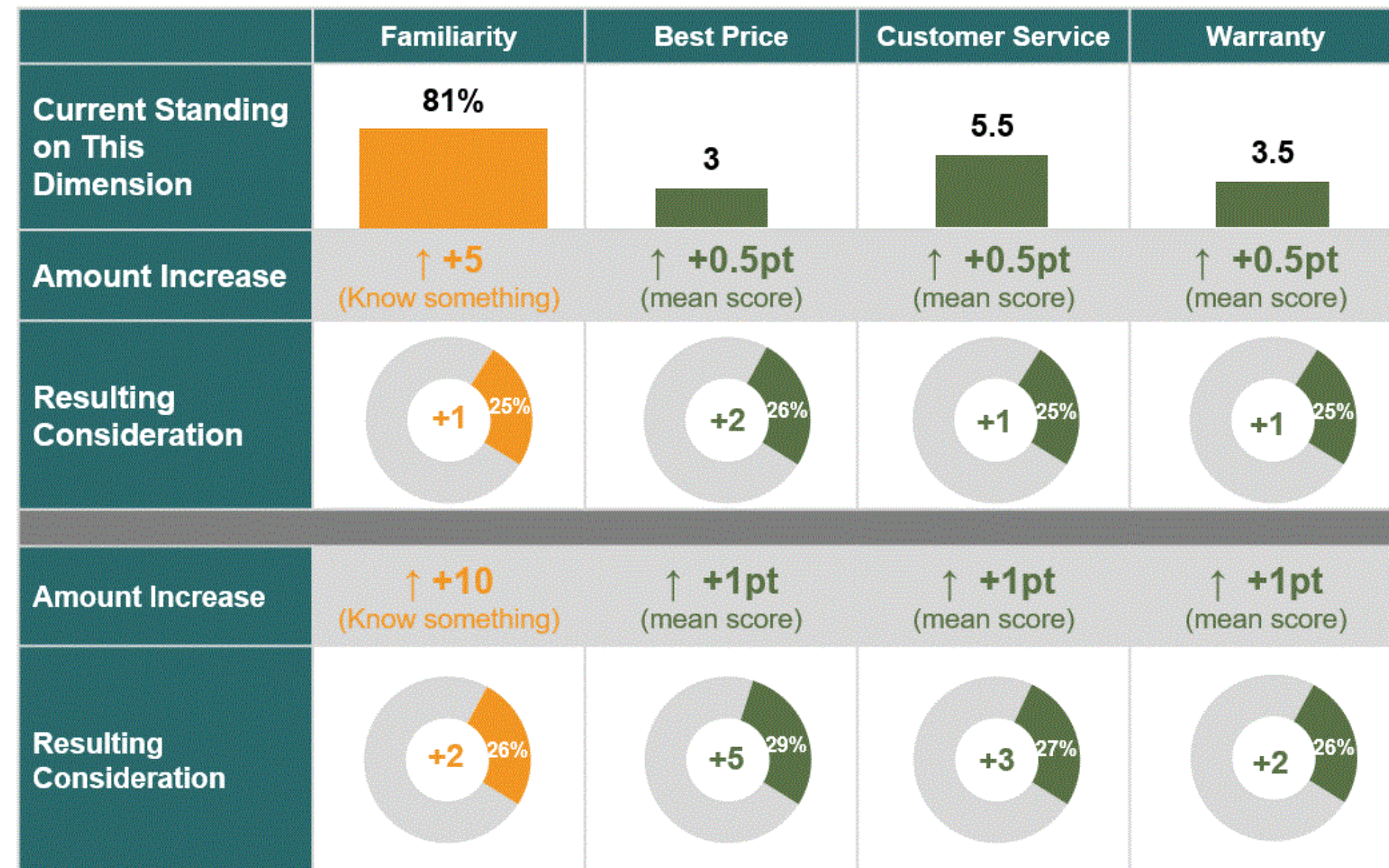
# RESEARCH BUILDING BLOCKS





# Sensitivity Analysis

This chart shows to what extent increasing familiarity with the brand and improving the brand's ratings on key drivers can increase brand consideration.



Hypothetical Data for Illustrative Purposes Only

## FULLY CUSTOMIZED REPORT SAMPLE

**2.**

**“Off-the-shelf” solutions: exploring economical  
tools for effective message testing**

# OFF THE SHELF: pivotalTESTING®

- **Fast:** The platform is designed to quickly deliver results – **usually within 4 business days** (depending on sample) after test assets and attributes are delivered and finalized.
- **Inexpensive:** A fraction of the cost of conducting a fully-customized research study.
- **Scalable:** The template can be customized for each study.



# pivotalTESTING® : BENEFITS

## OPTIMIZE COMMUNICATIONS PRIOR TO LAUNCH



Gauge audience response to all types of content and communications



Adjust content to reflect feedback



Benchmark new communications against industry norms



Accelerate timelines using our quick-turn, quantitative research

# **pivotalTESTING® :**

## **COMMUNICATIONS**

## **PERFORMANCE**

### **Examples of Assets Measured:**

- Letter to Stakeholders
- Press Releases
- Online Content
- Email Subject Lines
- Infographics
- Print Advertising
- Speeches
- Videos
- Commercials



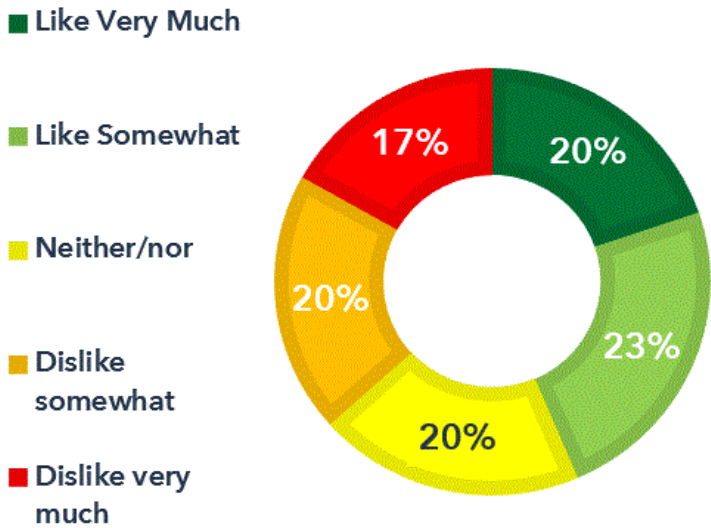
# pivotalTESTING®

## REPORT SAMPLE

### ASSET SCORECARD

#### Passion for Perfection

Likeability of Asset



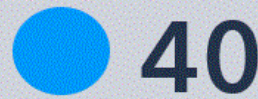
Impact Score



Impact Norm

17

Net Advocacy Score



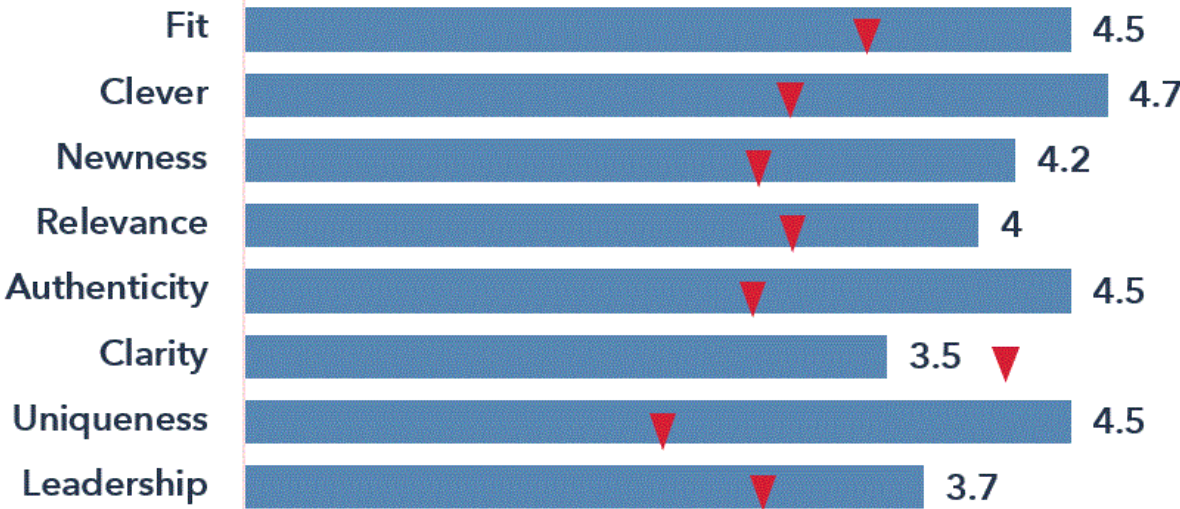
Net Advocacy Norm

25

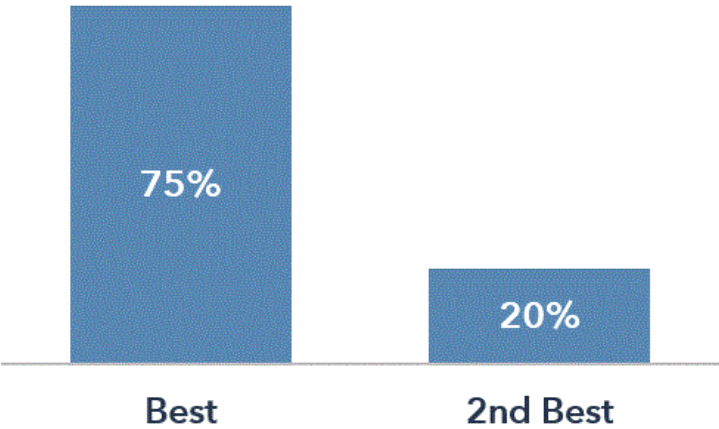
Cambia Communications Score

60

Attribute Performance



Favorite Marketing Piece



Hypothetical data for illustrative purposes only

▼ Normative score

| 4



**3.**

## **D-I-Y research: best practices, tools and insights**

# D-I-Y CONSIDERATIONS

## COST

Survey tools may be:

- Free, usually with limited features
- Low-cost with a monthly flat fee
- Low-cost but with an annual flat fee
- Charged per number of surveys conducted
- Higher cost for additional features

# D-I-Y CONSIDERATIONS

## REPORTING

Some packages may include automated reporting.

- Almost all packages will export to an Excel-ready set of data.
- Some may export to SPSS. Advantage is labels will be already associated with the data.
- Some may export to charts.
  - Some export only as an image, which you won't be able to edit once exported.
  - Others export to an editable PowerPoint format (e.g., Survey Monkey).

# D-I-Y CONSIDERATIONS

## CUSTOMER SERVICE

Read reviews. What does each company offer in terms of:

- Free e-mail or phone support
- Hours of operation
- Online support library
- Question library
- Community of users



# D-I-Y CONSIDERATIONS

## QUESTIONNAIRE DESIGN

- If you are using panel sample and have qualifying questions up front, disguise what it takes to qualify.
- Begin with the end in mind. Develop a ghost report and ask the questions needed to populate that deck.
- Think about any segmentation you plan to do.
- Keep it short!
- If you are reaching out to key stakeholders on behalf of your firm, this is a touchpoint. Write the questionnaire accordingly.
- Test the programmed survey across browsers and mobile platforms.

# D-I-Y CONSIDERATIONS



# Frequently asked questions

# FAQs

1. What if the survey goes to someone who posts that your company is testing these messages?
2. Isn't it biased if you only conduct the survey online?
3. I've heard response rates are dropping. Can the results still be considered reliable?
4. When message testing, aren't you essentially putting your worst messages out in the public?
5. Will people in lockdown give different responses?
6. Isn't it true that brands should always keep marketing and keep researching so they emerge on the other side stronger?



# TYPES OF RESEARCH THAT SHOULD NOT BE CONDUCTED AT THE MOMENT

- Face-to-face research – it puts lives at risk, and the same is true when crowding staff into a call center.
- Most research with frontline workers under stress – for example with doctors and nurses.
- Strategic research, such as pricing studies, segmentations etc. The current situation is not likely to be a great predictor of the future.
- Continuous tracking research for brands largely impacted by the current climate should be paused (e.g., if an airline is not flying.)

## KEY QUESTION:

How can we make use of survey research **right now** to help us stay connected, or reconnect, with the people who matter most?



# Q & A

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