Research on a shoestring: Three cautionary tales

presented by
Tracey Bridges
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Three stories about research on a shoestring

1. A hero’s journey

2. A love story

3. A story of loss and betrayal
The first story: a hero’s journey
Toolbox

- Decide
- Design
- Deliver
- Evaluate
“Scope, scope, scope – in my experience, professionals do not spend enough time fully scoping the project.”

-Ewen MacGregor, Social Marketing Policy Lead, Health Improvement Directorate, Department of Health (UK); after National Social Marketing Centre, 2009.
The first lesson:

Clarity of objectives must be your starting point
The second story: a love story
Work with what you have

Step 1: create a working group
Step 2: select your research
Step 3: read the research
Step 4: find the meaning
The second lesson:

Love the research you have
The third story: a tale of woe
It only takes one pest to damage the country. It only takes one of us to save it.
It doesn’t have to be like this.
The third lesson(s):

Choose a great research partner and be a challenging client

1. Get involved in the research – don’t leave your researchers to their own devices

2. Get the questions right

3. Don’t use research as a proxy for communications planning
Make the best of what you have

✓ Have clarity about your objectives

✓ Make good use of the information you have

✓ Choose a great research partner and be a challenging client
Thank you