



Delivering qualitative insights from statewide focus groups to help a large energy council optimize its communications



Objective

A large energy council representing more than 400 companies needed to optimize its communications to build statewide confidence.



Methodology

We used several qualitative techniques via focus groups statewide among men and women with diverse backgrounds to:

- Identify individual concerns through pre-group homework assignment.
- Discuss the source of perceptions and misperceptions.
- Conduct values laddering as to why it matters.
- Pre-test future communications.



Outcome

By understanding how the public internalizes industry information, we were able to recommend specific positioning, tonality and methods for encouraging consumers' faith in our client to use during future education initiatives. The qualitative insights from laddering contributed to positive communications designed to outweigh the negative sensationalism of the media.

Close the gap between what you think and what you know.