

WAKEFIELD





Who We Are

Wakefield is a market research consultancy specializing in strategic and tactical research for corporate and political clients throughout North America, Europe and Asia. Our staff—drawn from the worlds of research, marketing and media—serve as trusted advisors to heads of industry, marketing professionals and elected officials. We have informed the marketing and positioning of some of the most prominent brands in the marketplace.

Wakefield's work gets noticed. In fact, our surveys are frequently featured by *The New York Times*, *The Wall Street Journal*, *USA Today*, NBC's "The Today Show," and a host of other major media. Wakefield's principals are regularly interviewed on business and consumer issues, and have conducted research in the U.S. and four continents.






What We Believe

Research should tell you something you don't already know. And it should give you more than just a lot of numbers and charts.

Research should give you clear direction—not endless “maybes”—so you can strengthen your brand, secure media coverage and educate your consumers or members. Unless research achieves these kinds of goals, it isn't helping your bottom line.

This vision drives Wakefield to develop and conduct research that is accurate, actionable, credible and creative. These principles guide us in every project we perform.

Wakefield finds new ways to make research more interesting, more useful and even more fun for our clients. We work hard to honor their trust when they ask us to help grow their business, strengthen their brand or educate their consumers or members.



Where We're Making an Impact

We combine best-in-class research practices with expertise in a wide range of industry verticals. Our objective: help you better understand your consumers, make critical decisions, develop compelling messaging and earn media coverage for your brands.



TELECOMMUNICATIONS: Wakefield is working with clients to capitalize on the emergence of the first truly “wireless generation”—and its significant purchasing power. For companies in this sector, understanding this generation will mean the difference between success and failure.



VIDEOGAMING & DIGITAL ENTERTAINMENT: It's no longer just about the hardcore “gamers.” Today, virtually all Americans are using some kind of digital entertainment device. Being a leader in this space means understanding the habits, values and needs of all users.



HOSPITALITY & TRAVEL: Traditional definitions of value are changing. Consumers now assess each facet of travel in very different ways. Wakefield has helped clients segment consumers based on how they define value and where they will spend more to get more.



CONSUMER PRODUCTS: Advertising and product placement are expanding to new venues. Wakefield is working with a range of clients to test how these ads create word-of-mouth traffic and reach influencers—rather than simply driving purchase intent.



FINANCIAL SERVICES: Wakefield has helped clients use research to bolster both their brands and public image—a critical need in an era when the public's confidence in financial institutions has fallen.



Where We're Making an Impact



FOOD & BEVERAGE: Consumers have always weighed the dynamics of taste and price. Yet they are willing to upgrade in areas where they feel an emotional connection to a brand. Our clients are learning how this factor shapes purchase decisions.



HEALTH & PHARMACEUTICAL: Wakefield is conducting research about sensitive health and medical issues, enabling clients to gain insights from many hard-to-reach audiences—from medical specialists to groups of patients.



FASHION & APPAREL: More brands than ever are competing in an increasingly crowded marketplace. That's why some brands are adopting both strong positioning and de-positioning strategies. We help clients understand this and other industry trends.



Strategic Market Research

Wakefield is a full-service strategic research firm.

Our capabilities include:

Quantitative Research

- Benchmarking & Tracking
- Message Development & Testing
- Product Concept Testing & Price-Point Research
- Targeting & Market Segmentation
- Market Sizing
- Advertising Testing
- Customer/Member Satisfaction
- Identity & Brand Positioning
- Quick-Turnaround Flash Polls

Qualitative Research

- Focus Groups
- Instant-Response Dial-Polling Sessions
- In-Depth Interviews (1-on-1s, Dyads, Triads)
- Ideation & Product Innovation Sessions
- Product Exploration/Usability Testing
- Research Audits

Hybrid Research

- Combat Communications Testing
- Media Content Analysis
- Argument/Rebuttal Loyalty Research
- Message Architecture Research



B2B Research

In addition to better understanding consumers, many businesses succeed by learning more about other links in the business chain—their suppliers, retailers or distributors.

There's a time for bar graphs and scatter plots, but most sales and marketing staff will tune out research if they don't feel it has a clear connection to their roles. Wakefield understands this.

Wakefield has worked with many clients to conduct this kind of business-to-business (B2B) research. We can get you access to C-level executives and other hard-to-reach audiences.

THE WAKEFIELD DIFFERENCE

From the sales team to the C-Level, we specialize in making research compelling and useful to everyone in your organization—not just the research team.



Public Advocacy

Senior Wakefield staff cut their teeth on issue organizing, political campaigns and other forms of non-profit sector work. Our experience and knowledge can help you identify fresh approaches to framing issues, reaching new audiences and raising your profile.



EDUCATION: Wakefield understands the key trends driving educational policies and programs. In addition to helping clients distinguish real reform from reform *du jour*, we can arm your message with sound and compelling data.



PUBLIC HEALTH & WELLNESS: A lot of organizations are working to change public health policies—making it tough for one group to break out of the crowd. Wakefield’s insights can help by providing research that gives you solid “news hooks” to get the attention of key editors and reporters.



ACCESS & OPPORTUNITY: Our senior staff have worked closely with leading civil rights and disability organizations. We understand their issues and the misconception that their issues have already been “solved.”

THE WAKEFIELD DIFFERENCE

We’ve been in the trenches at non-profits, foundations and on the campaign trail. We understand how to work with your organization to advance your agenda, inspire your donors and raise your visibility.



Crisis Management

When you're facing a crisis, every minute counts. Getting recommendations one week later is as good as getting them one year later. We also understand that our approaches must make every dollar count.

We know that the decisions required to effectively manage a crisis often must be made in a competitive context. In other words, these decisions not only need to be smart—they need to be smarter than what the other side is saying.

THE WAKEFIELD DIFFERENCE

Our experience as campaign operatives, PR executives and spokespeople means we're better than our competitors at using research to inform decision-making in a crisis. We've seen political and corporate firestorms from the inside.





WEB: WAKEFIELDRESEARCH.COM

BLOG: STATSANDSTORYLINES.COM

TWITTER: [WAKEFIELDTWEETS](https://twitter.com/WAKEFIELDTWEETS)

