



Your customers' voice: listen. learn. leverage.

February 2011

Dear Shelley,

Our Spotlight series highlights the ways in which some of the hottest industry sectors today use market research. Our traditional and new research methodologies are always customized to meet each client's needs across a broad array of industry sectors; however, we see in our work that almost all clients are asking some common-thread questions to yield insights for making better business decisions.

We hope that by sharing with you how other sectors' business needs mirror yours, and how the application of various market research methodologies has helped answer the questions posed, you will be able to think about your challenging business questions and how research could help.

Let us know what you think. Your feedback is always welcome - trust us, we're good listeners!

SPOTLIGHT on Educational Institutions

We kick off our series with a focus on the Education sector. Although we're reading lots of good news about the record enrollment numbers that colleges, universities and other educational organizations are enjoying, these institutions, as well as K-12s, are struggling with these burgeoning enrollment figures, creating the need for more resources on less funding and squeezed budgets.

Competition to become the student's or parent's school of choice is tough, and the open book that is chatter on the web leads to transparency in the marketplace, for better or worse. Educational institutions are taking great care to listen to their students, faculty, alumni, parents and other stakeholders, and gain insights they can leverage to make sure their internal and external branding, imaging and messaging, as well as their course offerings and channels of delivery, are strong and provide desired results.

The education sector has an exceptionally strong presence in this market, which boasts some of the best institutions in the world. Campos Inc is privileged to enjoy working with many of them, as well as several top schools in other major markets. Work within this sector represents 25-40% of our annual revenues.

Click HERE for a snapshot of some of the types of studies Campos Inc has recently completed for various institutions within the education sector to help them better understand how to make adjustments and set goals for staying competitive in the 21st century.

Read a case study on the [perceptions and messaging for a curriculum initiative.](#)

What's New on VOICE of the Region

What's New

Campos Inc welcomes our newest clients:

[TeleTracking Technologies Inc.](#)

[Wray Ward](#)

[Georgia Tech](#)

[New Boundaries](#)

Out & About

2/9-11 Amy Dubin & Barb Theobald head to San Antonio, TX for the [2011 UPCEA Marketing Seminar](#)

2/16-18 Yvonne Campos travels to the [Marketing Research Assoc. CEO Summit](#) in Phoenix, AZ

2/17 Shelley Shaw & BreAnn Decesere attend the [2011 AMA Pittsburgh Marketer of the Year Awards](#) at the Duquesne Club

2/26 Rusty Stammer braves the cold & raises money for the Special Olympics in the [2011 Deep Creek Dunk](#) in Deep Creek, MD

Trending Now

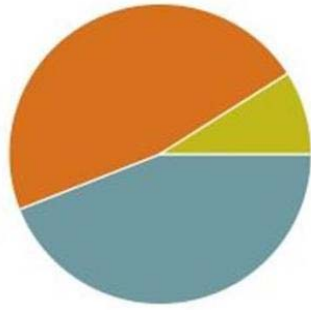


Citysumers

This rapidly growing upscale-urban-consumer segment is explained [HERE](#). Originally termed by one of our favorite sites, [trendwatching.com](#).

What's driving their growth and where are your opportunities?

Are schools calling too many or seemingly unnecessary school delays or closings this winter?



44.39% Yes
46.73% No
8.88% I don't have an opinion

VOICE OF THE REGION Join the VOICE of the Region and share your opinion.

Worth A Watch

TED Ideas worth spreading

TED Talk with Brene Brown

Marketing, Social Media & Community Manager Shelley Shaw recommends this TED Talk, "The Power of Vulnerability," in honor of Valentine's Day.

Qualitative researcher Brene Brown studies human connection and the surprising findings that changed her life.



www.campos.com - 412-471-8484 - info@campos.com

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Campos Inc | 216 Boulevard of the Allies | Pittsburgh | PA | 15222

Market Research in the Education Sector

Studies that we've recently completed for various institutions within the education sector have helped our clients ask the right questions and better understand how to make adjustments and set goals for staying competitive in the 21st century. A snapshot of our recent work:

Type of Client	Question?	Study
Private K-12	How are we perceived in the marketplace, and are we meeting that marketplace's needs?	Image Exploration
	What makes us stand out from the competition?	Branding and Messaging
	How can we best message our target customer in our new marketing campaign?	
University	What do our students want from our University's website?	Website Usability
	How are can we grow enrollment for our online learning program?	Branding; Decision-making
Graduate School of Business	How can we update, enhance & modify curriculum and understand how new MBA education trends and industry practices should affect the curriculum?	Curriculum Review Concept-testing & Development
University	What do our students think about our new certificate or degree program?	Curriculum Review Satisfaction
	What is the market supporting in course pricing?	Competitive Pricing
Graduate school	How can we create and manage more effective fund-raising campaigns?	Donor Development; Messaging; Alumni Relations
University	How can the leadership of this university best collaborate to guide goals for the institution?	Strategic Planning Facilitation

Online University Study



- **Study Objectives:**
 - To understand prospective students' perceptions and images of the university brand
 - To understand how the perceptions and images of the university brand compare to prospective students' needs and priorities
 - To compare prospective students' perceptions of the university to 3 competitor institutions
 - To obtain prospective students' reactions to new strategic brand positioning/messaging/images
 - **Methodology:**
 - Immersive research was chosen as the best approach for meeting the client's objectives
 - Online ethnography combined with social networking technology
 - Captures experiences, behaviors, attitudes, and emotions as they unfold via text, images and other forms of media
 - Provides a deep view into study participants' lives by interacting with them over a period of days or weeks
 - **Activity Examples:**
 - Comparing websites of four online universities
 - Defining expectations for an ideal online university
 - Comparing the existing branding and marketing messages of 4 competitor institutions
 - Critiquing the university's proposed new branding and marketing messages
 - **What we learned:**
 - A competitor's website was perceived most favorably by participants
 - A competitor's website was ranked most often as closest to participants' ideal online university
 - Participants' reactions to the university's new marketing messages were highly favorable
 - Participants were enthusiastic and highly supportive of the university's efforts to improve their website
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 - **Outcome/Actions Taken:**
 - The university continued in its efforts to revise its brand messages and images, incorporating participants' feedback into their website and other collateral materials
 - The university worked to communicate an emphasis on participants' expectations for an ideal online university
 - The university developed a strategy to review and update its online presence on a more frequent basis.
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Perceptions and Messaging in Education Case Study

Situation:

A world-renowned university sought additional insight from a targeted group of parents, teachers, and math/science professionals in association with its girls' math and science initiative. The University's goals were two-fold: 1) to better understand each audience's perceptions about, response to, and role in influencing young girls' interest in the fields of math and science and 2) to gauge reactions to the tone and manner of proposed communications messages in support of the initiative.

Solution:

Campos Inc recommended three focus groups—one with each of the targeted stakeholder groups—and partnered with the University to carefully screen qualified candidates based on relevant research criteria. As a valued consultant and advisor to the University's leadership team before, during, and after the focus groups, Campos Inc developed core objectives in direct response to the client's business needs, crafted the discussion outline, facilitated all focus groups, analyzed the research findings, and wrote a comprehensive follow-up report that included conclusions, recommendations, and detailed key findings with participant quotes.

Because the University also sought input on proposed communications messages directly associated with this initiative, stimulus materials were used during the focus group sessions. In all focus groups, participants read multiple concept positioning statements and were asked to respond to each statement with regard to: its main message; emotions elicited; impact of the copy; appropriateness; likelihood to motivate (call to action); and ability to encourage/increase girls participation in math and science.

In addition, during two of the three focus groups, participants were shown a variety of visuals and asked to rationalize the image(s) that best reflected their daughter's or student's attitude about math and science. This particular interactive exercise enabled the facilitator to gauge participants' rational *and* emotional feelings about the subject at hand.

Results:

The culmination of extensive preparation and screening, onsite and experienced group facilitation, and comprehensive follow-up and reporting yielded strong, insightful perspectives that far exceeded the University's expectations.

Significant key findings among *each* of the three participant groups (parents, teachers, and math/science professionals), as well as important recurring themes among *all* groups, were

uncovered and reported. Key factors that positively and negatively influence teenage girls' interest in math and science were discovered and discussed.

The research also uncovered important perceptions and misperceptions from focus group participants relative to barriers to success in the fields of math and science, as well as the availability and breadth of career opportunities.

Lastly, participant reactions to the key positioning statements were considered highly relevant because they helped redefine the future tone and manner of communications messages directed to the University's most influential teen and adult audiences. Increased use of dramatic visuals and compelling copy were encouraged in order to "cut through the clutter" and positively change the target market's perceptions about math and science.

Most important, the University's newfound intelligence directly related to its stated research objectives, thereby enhancing future business, marketing and communications strategies.