

# Research & Analytics

*Gathering Data, Revealing the Insights, Shaping Success*



The expression is well-known: Facts are stubborn things. But it's that stubbornness to being true that makes them crucial when telling your story – whether by establishing authentic communications or uncovering the insight that sparks a powerful idea.

Facts help transform audience behavior and reach business goals. They help organizations establish new strategies or learn how to innovate or develop innovative new products and services. FleishmanHillard's research and analytics team provides below-the-surface insights on not only which audiences, channels and content matter most, but why they matter. We're fluent with the many tools and datasets needed to find the dots. But the tools and numbers alone are not enough to connect the dots so that companies can truly achieve business success. Our strategists understand this, working with organizations to tailor their research and analytics that will produce insights aligned with specific business outcomes and measurement programs that track tangible progress towards those outcomes.

## BUSINESS PROBLEMS WE HELP YOU UNDERSTAND:

- *Reputation intelligence*
- *Thought leadership strategies*
- *Outcomes design and evaluation*
- *Audience segmentation and messaging strategies*
- *Behavior change intelligence*
- *Trend and issue assessments*

## OUR APPROACH

Our approach to intelligence is rooted in our belief that we provide complete, integrated and breakthrough solutions to our clients' communications and business challenges. We take a holistic approach to tie our research objectives to business objectives, craft the most impactful study designs, and develop the most relevant analytical approaches to uncover insights that drive solutions. Our research and analytics specialists are supported by FleishmanHillard's global practice and sector teams, who wield deep expertise across the communications continuum. Complementing these teams, we offer a pinpoint analysis of what's working and what's not - and tie communications to key performance indicators.

As part of our holistic research and analytics offerings, our expertise covers the areas of brand strategy, market segmentation, message diagnostics, customer experience mapping, market trends analysis, persona development and integrated media measurement. So regardless of where an organization's needs are or its stage of brand development, we provide the full spectrum of intelligence solutions.

