

**Project type:**  
Customer research

**Research question:**  
How is Chapelton perceived by stakeholders and potential customers?

## Project background and aims

Weber Shandwick, a leading global communications agency, first approached us in 2016 when they were looking for an evidence base on which to build a PR, messaging and marketing campaign for their client. Their team were working with a long-standing client of theirs, Chapelton - the North-east's newest community, and their objective was to deliver a powerful campaign which was led by insight rather than gut feeling.

Importantly, Weber Shandwick appreciated the value of working with an external team to ensure that the research was independently gathered and not subject to their own biases.

## Research approach and methodology

After considering potential research approaches outlined by our team, Weber Shandwick commissioned us to proceed with a series of consultations and focus groups as this was deemed to best meet their needs, budget and timeline. Our team of researchers have a breadth of experience in interviewing and moderating discussions, as well as analysing the qualitative data gathered via these approaches. In addition, our Market Research Society (MRS) membership ensures adherence to data protection regulations and ethical standards.

We initially conducted consultations with seven key stakeholders (e.g. community councillors and business owners) to assess awareness of Chapelton's progress and plans, perceptions of the town, perceived opportunities and potential considerations.

After gathering initial insight from the consultations, we then recruited house hunters to four focus groups which focused on different target groups (e.g. first-time buyers)

to assess their home buying requirements, awareness of Chapelton, perceptions and comparison with other developments. In addition, we recruited current residents of Chapelton to a fifth focus group in order to assess how perceptions of the town compared to the reality of living there. We subsequently shared our findings and recommendations with Weber Shandwick and, importantly, highlighted what these really meant for the Weber Shandwick's campaign.

## Research impact

The insights gathered provided Weber Shandwick with clear audience insight and allowed them to develop and execute an informed campaign for their client. In addition, the findings were also utilised by Chapelton and its three house builders to inform their own strategy and planning.



**The research captured was extremely valuable in helping us shape Chapelton's future communications activity. We were able to gather local community and target audience insights and opinions that wouldn't have otherwise been available - these were crucial in ensuring that we had a strategic approach to our activity and have since delivered great results.**

**The team is always a pleasure to partner with and deliver outstanding work.**

*Julie Brander, senior manager, Weber Shandwick*

