

Opinion research for strategic success.

In today's highly fragmented and increasingly global communication environment it is imperative to deliver the right message to the right audience at the right time and through the right channel. APCO Insight®, a global opinion research and strategic communication consultancy, deploys a full suite of sophisticated qualitative and quantitative research methodologies geared toward producing actionable outcomes for communication professionals.

Drawing on our experience in more than 60 countries on six continents, APCO Insight works with many of the world's leading companies, associations, nonprofits and public-sector organizations on a diverse range of communication, reputation and issue management challenges. APCO Insight has partnered with 10 *Fortune 20* companies and other major enterprises on a range of research engagements. Our proprietary models, including Reputation InsightSM and Emotional Factors®, provide unique strategic insights to corporate reputation and brand communicators.

CAPABILITIES

Reputation

Expectations for well-respected companies vary by company and sector. Enterprises that understand the drivers of their reputation are better positioned to communicate successfully. Reputation Insight uses sophisticated modeling to deconstruct the factors that describe a company's reputation, assess the relative impact of each factor and measure performance. We provide a road map for communicators to enhance reputation.

Issue Management

The global regulatory and political environment often forces companies into unanticipated public debates. APCO Insight research helps position clients as a useful and persuasive voice on public issues:

- *Public Policy* – Persuading key audiences on specific public policy debates can have a direct effect on business outcomes.
- *Positioning* – Understanding the range in which a company can credibly participate in a discussion of

current issues can impact stakeholder relationships and help build bridges to third-party allies.

- *Initiatives and Referenda* – Helping clients develop messages and campaigns can help shape voter and media perceptions when regulatory and policy questions find their way to a ballot.
- *Crisis Communication* – Isolating key facts and articulating a clear, consistent message during a crisis is essential to protecting brands, defending reputation and shaping regulatory and litigation outcomes. APCO Insight research provides a campaign model for communicators in this high-pressure environment.
- *Public Polling* – Releasing survey results can often advance the conversation on policy debates or generate favorable public positioning for products and services. Whether independently or in partnership with a university, APCO Insight research for public release is designed to undergo close scrutiny by the media and other relevant stakeholders.

Message and Creative Development

APCO Insight research informs what client campaigns say and helps develop the creative platform to deliver the message effectively. Advanced analytics identify the themes and language to engage key audiences and, just as importantly, drive favorable opinion shifts.

APCO Insight employs several qualitative and quantitative tools to inform the development of communication efforts. Whether it is paid media, online outreach or viral communication techniques, APCO Insight research positions clients' efforts for strategic and tactical clarity. Our tools include:

- *Emotional Triggers*, a peer-reviewed model that deconstructs the emotional connections consumers develop with brands. Across brands and categories, nine decisive emotional connections are isolated and presented to drive brand communication efforts.
- *Ad Pulse*, a tool that measures the impact of creative executions for both print and electronic

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media. Moreover, impact is assessed against specific themes and factors to provide decision-makers with more meaningful ways to evaluate the efficacy of communication.

- *Breakthrough Analysis*, a service that helps clients better understand quantitatively and reliably whether their message is likely to be received amidst the “noise” competing for share-of-mind with key audiences.

Campaign Measurement

Management and stakeholders expect communication efforts to provide a return on investment just like any other spending initiative. APCO Insight tracks and measures the effectiveness of several major communication campaigns.

APCO Insight measurement protocols go well beyond simple awareness or favorability to link clients’ campaigns to key outcomes, including consumer behavior, perceptions of stock value, attitudes, presumptions in litigation and likelihood to communicate information to third parties, among others. Our robust tracking programs provide new ways to demonstrate value in communication.

Associations and Nonprofits

Industry associations and nonprofit organizations have unique challenges and a more complex stakeholder audience than private enterprises. Internal constituencies, policy-makers and related groups must be part of the equation.

APCO Insight’s extensive experience in connecting with these hard-to-reach audiences helps organizations assess their current positioning and seize new opportunities to deliver a persuasive message to their key audiences. Our work with associations and nonprofit organizations includes:

- Determining member perceptions and needs and positioning the offering for new and prospective members
- Understanding expectations for strategic plans, governance and service offerings
- Preparing for industry or organizational engagement in issues of importance to key audiences
- Developing and measuring communication strategies and campaigns

Litigation Communication

For many enterprises, litigation also involves the court of public opinion. The outcome of that debate can impact the legal environment and directly affect the reputation of an organization. APCO Insight helps clients devise litigation communication strategies to protect their good name.

Approach

APCO Insight’s approach is reflected in the rigor that we apply to the process and in our application of communication expertise to research outcomes. Fundamentally, we are research-enabled communication consultants with an interest in actionable information and efficient message delivery. We routinely show the true value of research by contributing to our clients’ success. That is one reason most of our business is grown by referral or through expanded relationships with clients who cannot afford to fail.