

GWI & Publicis

Custom case studies



| **GWI.**

**Sometimes you need
more than regular
off-the-peg research**



With GWI Custom,
we can recontact
all our respondents
at the **drop of a hat**



Ask your target audience anything with our recontact methodology



**Choose
your target**



**Build your
survey**



**Interview
your
audience**



**Sync
this data
with Core**



**Get expert
analysis**



**Grab your
report**

We help you tackle big challenges



Concept development
and testing



Purchase journey
mapping



Brand measurement
and strategy analysis



Usage and
attitude studies



Advertising
effectiveness



Web analytics



Segmentation studies



Audience profiling



Audience targeting
validation

A quick look at your latest success stories

Publicis Leon

Global health conditions survey



PACE recontact for HALEON – 2022

Sample

19,240

Timings

25 minutes

Markets

Australia, Brazil,
Canada, China, Turkey,
France, Germany, India,
Italy, Japan, Malaysia,
South Korea, USA, UK

Conditions covered

Digestive health, oral health,
pain, respiratory, skin health

Areas covered

Condition solutions, purchase
journey, treatment satisfaction,
brand interaction, general wellness

Success story

Using Custom research to help Haleon to support strategy and build activation opps

The challenge

Haleon has products across numerous health conditions and markets. There is very limited data sources that get to the granular level of the specific audiences needed – both for planning, as well as for activation.

Platform Leon (Zenith) needed to create a bespoke rich dataset addressing Haleon's specific categories & audiences in order to

- be able to feed their strategy recommendations
- build activation opportunities through Peoplecloud.

The result

The dataset is now positioned and, seen by Publicis' clients, as a fundamental dataset feeding Haleon's audience strategy, and providing crucial missing insight by brand, & market. This enables their teams to provide more informed media strategies and the ability to activate on these insights through Peoplecloud

GWJ is a great tool which can help their teams glean new audience & market insights to provide smarter strategy & set up the opportunity for activation

This study allows you to...



Identify audience

Including relevant conditions, buyers and non-buyers, strategic targets, and personas.



Profile in detail

Demographically and psychographically understand their media consumption.



Uncover insights

Around category behaviors for relevant conditions within each country.



Map at ID level

Using PeopleCloud metagraph to match these IDs to other data sources.



Strategize your media

Create lookalike modeling, scale up, and buy media to target more effectively.

Publicis Media NY – consumer study

Exploring Web3



Success story

Establish Web3 consumer awareness, interest, demand, and participation

The challenge

Given the buzz around the metaverse and Web3, Publicis wanted to gain insights to paint a fuller picture, establish baseline awareness and participation, and understand interests, demand, and barriers to entry.

They also wanted to build audience profiles and identify key strategic marketing and activation opportunities.

The result

Using our Recontact methodology, Publicis analyzed awareness, interest levels, modes of usage and activities in Web3, as well as purchase intent in crypto and NFTs. Drawing on a wide range of demographics, self-perceptions, attitudes and other profiling points gave them a rich understanding of their audiences.

This in-depth profiling will help Publicis with better media planning for their various target audiences, delivering more value to their clients.

Publicis Media - audience profiling

Understanding attitudes towards the FIFA World Cup



Success story

FIFA World Cup Qatar

The challenge

Publicis wanted to assess consumer/generational expectations for World Cup brands in a post-Covid world – understanding planned media consumption, audience segments, and the ideal role of brands in the Qatar World Cup.

They also wanted to analyze sentiment around the host country, the unusual timing, and the existing regional differences in attitudes towards the tournament.

The result

GWJ ran a study in multiple countries using a mix of both our Recontact and Fresh methodologies.

As a result, Publicis could compare selected/key audience segments against the full GWJ data set and apply these learnings on emotional resonance to creative messages.

They also evaluated sponsorships from the consumer viewpoint to identify, size, and profile specific audiences to target.

Starcom/Digitas UK - purchase journey

Samsung IMS consumer survey



Success story

Helping Samsung understand the consumer purchase journey

The challenge

Helping Samsung understand a consumer's purchase journey and their decision making in the household appliance and electronics space.

They also wanted to explore cross-category opportunities to understand how touchpoints can be leveraged to market multiple Samsung products to consumers.

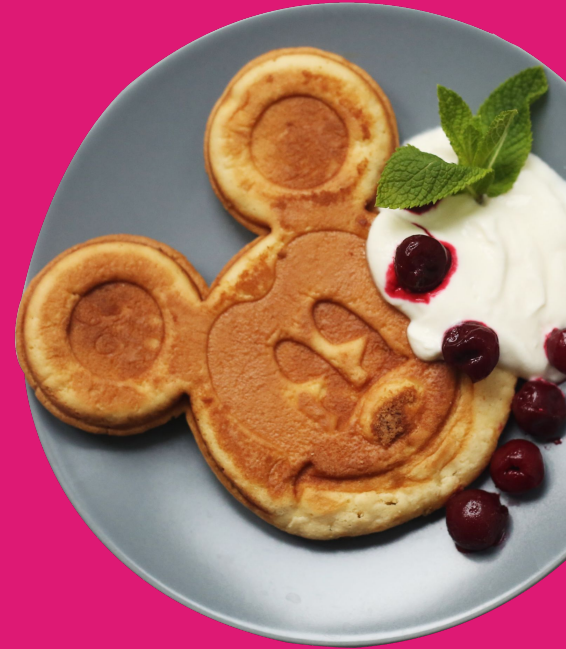
The result

A study with a robust sample size of 6000 UK consumers was run over 3 waves to collect and analyze data.

By tracking the purchase journey, Samsung could see how consumers engage with various touchpoints, and what influences their buying decisions. With this, they built a robust strategy to target key audiences and cross-sell across categories.

Publicis Imagine – segmentation mapping

Profiling Walt Disney World & Disney Cruise Liner segments



Success story

Helping Disney map an existing segmentation to GWI Core

The challenge

Disney wanted to profile their existing Walt Disney World segments and Disney Cruise Liner segments in more detail, to design relevant campaigns and media plans to target these segments.

The result

We ran a Custom study with Disney's Golden Questions. This helped us to recreate Disney's segments and map them to our Core data, allowing Disney to profile these segments in great detail.

MBM New Zealand - campaign evaluation

Assessing Tip Top campaign impact



Success story

Using Custom research to help Tip Top understand campaign impact

The challenge

A Tip Top campaign was facing some backlash, with polarized response on social media.

They needed to quickly understand whether this was damaging to the brand on a wider scale, or fine to continue airing the campaign.

The result

We ran a Custom study using our Fresh Sample approach on a wider audience at a national level.

A number of video assets were evaluated on both creative quality and their collective impact on the brand, helping the brand to decide the future course of the campaign.

Want to know more?



Lizzy D'Souza
Senior Account Director
Publicis APAC
lizzy@gwi.com



Harin Parekh
Senior Account Director
Publicis APAC
hparekh@gwi.com



Charlotte Platt
Senior Account Manager,
Publicis EMEA
cplatt@gwi.com



Christy Civitanova
Senior Account Director
Publicis Americas
ccivitanova@gwi.com