

OneWorld Communications Marketing Research Projects



USDA, Animal and Plant Health Inspection Service

We designed and conducted four focus groups and a pre-campaign survey (statewide California) in order to determine awareness levels, knowledge, and attitudes in order to help develop the marketing communications and public affairs strategy and our creative concepts for the paid advertising / public service announcement campaign in the mass media. We will conduct the post-campaign survey to measure changes in October 2009.



U. S. Government Accountability Office (GAO)

OneWorld designed and conducted focus groups in three cities for a national study evaluating the understandability of Social Security Statements by the public. The purpose of this research was to determine how to create a better Social Security form for the public. Our report findings were cited in the GAO Report April 2005, 05-192 to the United States Congress: Social Security Statements: Social Security Administration Should Better Evaluate Whether Workers Understand Their Statements.



California Academy of Family Physicians

OneWorld designed and conducted quantitative research (two surveys, two years apart) with members in order to make recommendations to improve this organizations service and product offering and achieve higher member satisfaction. Our findings and recommendations helped management to make data-driven decisions.



National Pest Management Association

We designed and conducted four focus groups in the San Francisco Bay Area and Atlanta, Georgia to understand consumer points of view about a business and marketing platform, logo, identity, etc. We created a video report of the focus groups and presented it at two national conferences. We used the insights gained to create a new brand for ecologically friendly pest control practices for use by members nationwide.



Saybrook Graduate School

OneWorld designed and conducted two surveys, four focus groups, and a series of in-depth qualitative interviews to refine the value points, and how to express them in ways that would attract new graduate students to the program. Our findings and recommendations led to our creation of a marketing strategy that led to increased enrollment at the school.



Clark Pest Control

We designed and conducted two focus groups to improve marketing strategies, including a written report and presentation.



Consumer Protection Initiative
California Public Utilities Commission (CPUC)

OneWorld carried out qualitative research in different cultural and ethnic low usage of Internet, in order to arrive at strategic directions for a new communications campaign. We produced the resulting Telephone Soap Opera campaign, in-language, in Mandarin, Cantonese, Spanish and English to encourage consumers to learn more about choosing and managing their telephone services. The campaign won a top advertising industry award.



Saint Mary's College of California

OneWorld carried out research to better express the value of the M.A. in Leadership Program's offerings, and attract more students. This formed the basis for OneWorld to create "The Power To Empower™" brand and campaign which increased enrollment and permanently established this degree program, and has led to the creation of a Leadership Center, and a B.A. in Leadership and Organizational Studies program at the College too.



SMA America

For this Germany-based solar equipment manufacturer, OneWorld conducted in-depth interviews with management, sales staff, and representative clients, as well as a focus group of solar system installers to determine their most pressing concerns about the type of products produced by our client, and competitors which produce similar products. This research supported our development of advertising messages and a public relations strategy.



Deaf and Disabled Telecommunications Program (DDTP)
California Public Utilities Commission (CPUC)

OneWorld used its qualitative research methods, including in-depth interviews and secondary research, to develop audience-specific informational and educational materials for a wide range of demographics including seniors, low-income, deaf and hearing-impaired, the disabled, and various ethnic groups. Our research helped DDTP to understand the needs of these target audiences and to define psychosocial and demographic attributes in order to create educational materials suitable for them.



USDA National Agriculture Library, Food Stamps Nutrition Connection



OneWorld designed and carried out program evaluation to increase the effectiveness of nutrition-related training, educational and communications materials, and their website, and used the research to develop strategic groups to identify training needs, preferred module delivery format, and resources available to the Food Stamp Program's low-income audiences.



US General Services Administration Fleet Vehicles

OneWorld designed and conducted focus groups and observational research to create messaging in a national marketing communications campaign to increase customers. Sales rose to \$5 million after this effort.



CA Department of Fish and Game (DFG)

OneWorld carried out qualitative research including field interviews with stakeholders to develop a new public relations campaign, which essentially recast how their services in an important wildlife sector were being offered to the public. It resulted in the Keep Me Wild campaign which OneWorld designed.



USDA Food Safety Research Information Office

OneWorld has recently designed and conducted focus groups with food safety professionals in order to guide this Office on how to be a more effective clearinghouse of food safety research information nationwide.



California State Personnel Board

OneWorld designed and conducted a survey of employers regarding their attitudes about job candidates with disabilities, leading to recommendations for a new marketing approach.



Buck Institute on Age Research

OneWorld designed and carried out a survey to gauge the effect of prior marketing and develop a communications strategy for its donor development program. Our findings and recommendations guided management of this top research institute, which relies on contributions, to make management decisions in its development program.