

CASE STUDY

GDOC FUSION



BACKGROUND

Research was commissioned to create angles that would result in PR driven coverage to support the launch of new desktop software product, gDoc Fusion from Global Graphics, in 4 countries.

STRATEGY

Opinion Matters suggested conducting the research amongst office workers in the 4 countries where the software was being launched so that results would resonate geographically and create interesting local information AND international comparisons.

The creative themes put forward by Opinion Matters and advice provided at question development stage resulted in some enlightening statistics being created that related to a value being able to be put on worker's frustrations in using business applications in terms of impact on productivity levels.

Opinion Matters suggested that Global Graphics ask research respondents to take part in a beta testing programme of the software. As the sample was exactly the audience that the brand needed to reach, this proved to be a valuable sampling of the product to their target market and provided access to potential future advocates.



RESULTS

Over 1,000 beta testers were secured at no additional cost to the research.

The angles created by the research resulted in more than 40 clippings in the client's pre-defined tier one target media during the initial launch phase, and resulted in another 40 pieces of tier one coverage the following month. Further coverage was generated subsequently.

Research angles not only generated headlines and coverage, but also made the target audience and potential future advocates aware of the product's functional abilities.

TESTIMONIAL

"We found working with Opinion Matters, a real partnership experience. They made some excellent recommendations at question development stage because they came in to take a briefing and quizzed us on our coverage and business needs, not just on the headline we'd like to see from the research."

STEVE LOYNES,
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