

# CASE STUDY

# VODAFONE

## WORKING NATION & CRITICAL RESPONSE TIME INDEX



### BACKGROUND

To generate research to help position Vodafone as a credible commentator on issues that impact on SMEs.

The findings would enable Vodafone to understand the issues and needs of customers and align itself with being able to provide solutions. The results would be used to create collateral to enable Vodafone to generate coverage in the media.

Resultant insight provided robust data and intelligence to create awareness of the need for mobile working solutions in all segments of working life and helped to define PR, marketing and sales strategy.

### STRATEGY

Opinion Matters suggested conducting quantitative research to provide statistical evidence and qualitative research with SMEs / larger corporate businesses to gain insight from leading business academics and entrepreneurs through their real-life business stories.

### RESULTS

The Working Nation report now has the kudos and credibility of being held in the British Library as reference material and is a registered publication.

Vodafone's Working Nation reports offer insight into SMEs in the UK & have been a fundamental component of the brand's business communications since 2004.

Each report examines a new business critical issue and findings are used by Vodafone to inform marketing strategies, provide engaging collateral that creates dialogue with customers and delivers cut-through in the media.

