

Feedback Case Studies: Course Correction



We believe persistently illuminating, understanding, and advocating for populations results in empowering decision-makers and improving outcomes. Feedback's special brand of market research has helped organizations of all sizes, in marketing, research and development, and more for over a decade by providing a comprehensive look at how audiences discuss, ask, respond, interact, and behave to build a more complete picture. Browse the case studies below to see how our work has helped course correction efforts.



Baylor University

As the sports/sexual assault crisis escalated at Baylor University in 2017, we were asked by their new leadership team to assess the damage that had been done to the school's reputation/brand, and how that was likely to affect admissions, retention, and alumni giving. Our research showed that although the crisis was very visible and present in conversations among sports commentators and others in the country, the actual impact on students' desire to attend Baylor was minimal. By carefully analyzing the levels of influence that affected – or didn't affect – the students and their parents, we were able to make specific recommendations to the school's marketing teams on how best to either engage, or ignore, certain audiences in their outreach efforts. While the emergence from this crisis will take some time, Baylor University is now better equipped to communicate with the various audiences that are most important to their continued success.



CamelBak

CamelBak recruited Feedback to provide social and digital research and strategy for their Tactical division, in order to market more effectively to police, first-responders and deployed/returning military personnel. They believed they would need to develop a separate campaign for each branch of the US military, based on their differences. What we found in our research, however, was that while there were differences in the branches, the concerns service people had were very similar – family issues, deployment times, spouses back in the US, etc. Using our qualitative research, we were able to influence several simple campaigns for their target audiences that exceeded all expectations. Feedback delivered in 30 days the results CamelBak had hoped for in five months. In 24 months, Tactical's critical mass on social media grew from 600 to 355,000 Likes and engagement levels increased to 6X higher than the national average for the market segment.



Penn State University

Understanding the full stakeholder opinions around a brand is a large undertaking for even a survey – and it's why Smeal College of Business also employed Feedback's special brand of listening. Feedback studied brand perception, student understanding, stakeholder positions, and more for strategic brand and outreach planning. This crucial reporting on the voice of the customer provided valuable insights regarding decision-making for undergraduate, graduate, and executive education within a competitive context. Insights were used to augment quantitative research to measure overall brand strength and to establish audience profiles for more effective targeting of messages in support of enrollment growth. Overall, it helped Smeal understand how effective it's brand positioning – and value proposition – had truly become. The study provided a depth that the quantitative study couldn't provide – and helped with the creation of all-new personas and showcased opportunities for programmatic development.