



Interesting Results from Panel Research Surveys



Darren Wake
Business Development Manager
The Leadership Factor

01484 467012
darrenwake@leadershipfactor.com

Made in Britain Campaign – Stoves

‘41% of UK adults wrongly believe HP sauce is manufactured in the UK’

Four decades after the “I’m backing Britain” campaign tried to revive the fortunes of UK companies, a contemporary counterpart spearheaded by cooker manufacturer Stoves has once again sought to boost patriotic enthusiasm for UK made products. Stoves commissioned YSP to conduct a survey of 1,000 UK adults to gather perceptions of UK manufactured products, and to find out people’s awareness and knowledge of where products are actually manufactured.

The survey uncovered some shocking stats. For example, the majority of Brits mistakenly believe that brands including HP Sauce, Royal Doulton and Dyson are physically produced in the UK, whilst in

fact they are all manufactured overseas. Results from the campaign have prompted Stoves to push for the introduction of an official logo demonstrating which products are made in the UK. They have teamed up with BuyBritish.co.uk and Shaun Woodward MP to campaign for the standardised “Made In Britain” marque to be used on British made products.

The survey results and subsequent campaign have generated Stoves a huge amount of media exposure. They have featured in The Financial Times – both on and off line – and in many other national newspapers, plus a wide variety of trade publications.

Stress free Holidays! - easyJet

‘Over a third of us have found it difficult to find appropriate flights’

In Spring 2011 easyJet challenged their PR agency to promote their new route from Gatwick to Helsinki. Their PR agency appointed YSP to the campaign to boost PR coverage and exposure. The PR team organised a traffic-stopping stunt in London to promote the new route from Gatwick to Helsinki - the sauna capital of Europe! With only seven days to launch, the team quickly commissioned a bespoke Helsinki sauna to tour key locations across London. easyJet boys and girls were seen relaxing in the sauna on launch day by an estimated 10,000 people at sites including Trafalgar Square and Tower Bridge.

They also actioned a preliminary teaser stunt to kick off the buzz on launch day which involved placing easyJet branded



We carry out a number of surveys to our online panel covering a wide variety of topics for a number of diverse clients. We often conduct surveys to generate statistics for PR purposes for clients. The media are constantly interested in quirky or interesting stories which include statistics to illustrate public opinion. Here we feature some interesting recent surveys that have generated significant media exposure.




confetti

The Ideal Bridesmaid! – confetti.co.uk

'The perfect Bridesmaid? It's gotta be Gok!'

Wedding planning website confetti.co.uk commissioned YSP to survey over 2,000 women regarding their ideal big day, and uncovered some surprising results!


Pippa Middleton was pipped (no pun intended) to the post by Gok Wan at the top of the survey to find Britain's favourite wish-list bridesmaid. Perhaps unsurprisingly, Angelina Jolie was voted the least likely celebrity to be chosen as maid of honour.

The survey closely followed the release of the movie Bridesmaids, taking a refreshing look at the role of chief bridesmaids and the tricky reality of friendships under pressure. The wedding website launched a campaign to find the 'Ultimate Brides-

maid', who would then be able to share a wealth of knowledge with those about to take on the role as well as brides gripped by wedding fever.

The survey uncovered some interesting facts:

- Today's bridesmaid can expect to be tasked with counselling the bride, organising a lavish hen party and finding the perfect wedding dress in addition to arranging the flowers and arranging their own shoes, which nearly a quarter of brides expected their bridesmaid to pay for themselves.
- With a quarter of bridesmaids spending between 21 and 30 hours on preparing for the role, it is arguably one of Britain's worst paid jobs, with the average bridesmaid (40%) receiving a thank you gift of just £20 in value!
- Stealing the bride's thunder on the big day was found to be the ultimate bridesmaid faux pas by a third of respondents, while nearly a quarter were primarily worried about their bridesmaid starting a fight!
- Reliable and supportive personalities are favoured by 70% of brides while only one in ten were keen to hear the honest truth from their bridesmaids.

The survey for confetti.co.uk generated huge exposure in several wedding & bridal magazines and also featured in some tabloid newspapers. 

Using online Panels for PR

The above examples illustrate how online research panels can be used to generate stats and stories which can help businesses and brands with their PR.

In our experience we have found that stories which are considered quirky, and statistics including celebrities to be more likely to secure media coverage. It seems that in today's celebrity obsessed world, when stories include peoples' perceptions of celebrities, they are simply more interesting!!

Examples include:

- Helen Mirren and Stephen Fry were voted the ideal couple to be ambassadors for English Wine.
- Most 18-24yr old women said they most admire Holly Willoughby's style, whilst for women aged 35-44 it was Pippa Middleton.
- Worst celebrity swimwear crime? Peter Stringfellow by some distance!
- Which celebrities would inspire you to take up gardening? David Beckham and Kate Middleton lead the way!



easyJet

towels over the arms and around the torsos of famous statues across the capital - grabbing the attention of an estimated 30,000 further passing commuters and generating a flurry of media attention and internet speculation!

At the same time easyJet inundated the key London, national and regional press with the results of a survey carried out by YSP of over 1,000 people regarding stressful holidays, booking flights and stressful destinations.

Coverage was published in the key London titles including: The Metro, The London Lite and London newspaper. National coverage followed the next day in both The Sun and Daily Telegraph.