

Market Research

CONSUMER CASE

Client: **Resource Futures** (formerly SWAP)

Project: Communications audit process
Date: 2004

Brief: Design a communications audit process, template and questionnaire and undertake interviews to evaluate social marketing campaigns in the waste sector.

Project: Messaging research & analysis
Date: 2004

Brief: Review and analyse the key campaign messages used in social marketing campaigns in the waste sector and other related issues.

Outcome: The research findings and recommendations were incorporated into a Key Performance Indicator Report produced for WRAP and which informed the direction and development of the Recycle Now campaign.