

KRC RESEARCH

Our Insight *Your Breakthrough*

TARGETED AUDIENCES... POLITICAL, B2B, HEALTHCARE & CONSUMER

KRC Research excels in conducting research among narrowly defined and hard-to-reach audiences, from policymakers to business decision-makers to narrow customer segments. We bring deep experience in finding the right lists and samples (or creating them ourselves) and in using research techniques that maximize participation in our projects. Below are just a few examples of our work.

Public Policy Influencers

Public affairs and public policy is central to our work and to our clients. We frequently conduct research in Washington, London and Brussels among **legislative and regulatory professionals**—to understand their perspectives, to measure reputations and to test messages and advertising.

Local community leaders are often key audiences for research, particularly for our clients who have community engagement campaigns or existing controversies. For example, for a company seeking to revamp its philanthropy programs, we secured interviews among **elected officials, business leaders** and **NGO directors** in communities where our client had a major presence. For a construction trade association seeking key permissions, we interviewed leaders of local **churches** and **civic associations**.

Opinion influencers in specific sectors are often targets for our research. For example, for OPEC's first ever global survey, we identified and interviewed **energy** opinion leaders—policy influencers, financial analysts, journalists and business leaders—in eight countries. We have conducted similar research among opinion leaders in **financial services, technology, food and beverage** and **healthcare**.

Business Decision-Makers

Many of our clients market products and ideas to other businesses, and frequently come to KRC research for specific kinds of **business decision-makers**. In particular, we do a great deal of research among **IT and HR professionals**.

Often our assignments are even more specialized. To help a client support its position on trade issues, we interviewed executives who had recently made decisions to invest in China. To help a client draw attention to the need for crisis planning, we interviewed executives responsible for corporate security.

Health system leaders are a key audience for many of our clients. For example, when a major technology company sought to understand how IT procurement decisions are made in health systems, we identified and interviewed regulators, hospital CEOs, and IT professionals in seven countries.

For industrial clients, **facilities and contracts managers** are often key. For example, for a trade association, we identified and interviewed managers of large factories to assess and understand their energy preferences. For a major engineering and construction firm, we identified and interviewed senior procurement officers.

Healthcare Stakeholders

Because so much of our work is for healthcare clients, we routinely conduct research among **healthcare stakeholders**:

- Patient segments
- Physicians (both primary care and specialists, both patient- and research-focused)
- Nurses
- Pharmacists
- Laboratory technicians

Consumer Audiences

Both product and social marketing campaigns are often aimed at very **specific consumer segments**. The list of segments we have researched is as long as our clients' marketing needs and imagination:

- Parents of infants with allergies
- Native American college students
- Avid electronic gamers
- Homeowners planning to remodel
- People who take cruises
- Hispanic teenagers in Texas
- Mothers of infants and toddlers
- People who invest in stocks
- And so on....