

Case Study: OMD

How an online research community helped OMD stay culturally connected

The Problem

How does one of the world's most successful media agencies stay ahead of the competition and stay culturally connected with Britain's complex and multi-faceted consumers?

That's the challenge faced by OMD, part of the Omnicom Group, as they sought a way to enhance the way they collect feedback and insight from consumers across the UK at the speed of light.

Our Solution

Your Voice is OMD's proprietary online community, hosted on Further's research community app, Together. It enables OMD's research team talk to real Britons every day about their lives, their motivations and the brands they love, ensuring that insight is at the heart of everything OMD do for the leading consumer brands they work for.

As the world's leading research community partner, Further is dedicated to designing research technology that leverages innovative features and behaviours that drive up engagement and arm the researcher with a wide range of tools that elicit the conscious and unconscious thoughts of consumers. These include in-the-moment multimedia, concept testing and analytical tools.

Within the Your Voice community, OMD's research and community management team conduct regular testing of communication campaigns (using heat mapping technology), conduct customer journey research to understand decision-making, and explore product categories for their clients including Disney, Hasbro and Eurotunnel.

The Results

The Your Voice community has firmly positioned OMD as more innovative responsive, connected and consumer-centred than their competitors. It has enabled them to win more pitches and unearth game-changing consumer insight that optimises how they spend their clients' media spend.



> What is great about Your Voice is that we are able to align our members by their interests, point of views, purchase and decision making behaviours. For example, we have been able to quickly categorise recent Christmas shopping behaviours to determine a number of key groups including 'The Christmas Enthusiast', 'The Planner' and 'The Bargain Hunter'. This has allowed us to develop hypotheses about the consumer journey around Christmas time. We'll use this to inform our communications planning for our clients next year, ensuring that our campaigns hit the relevant audiences at the right time.

Sarah Gale, *OMD*