

## case study

### TMP Worldwide – research services

**Challenge** – TMP Worldwide is an advertising and communications company supporting recruitment strategies for a wide variety of employers across the private and public sectors. These strategies are based on research – both with employees to find the unique selling points of a particular organisation or job role – and with potential recruits in the target marketplace to understand their job seeking habits and what factors would make them respond to an advertising campaign.

**Approach** – working alongside TMP's in-house research team, **agenda** facilitates focus groups and interviews (either face-to-face or on the telephone) with the relevant target group to gather views and ideas about the employer in question and their employment 'offer'. **agenda** uses a 'topic guide' – a series of prompts to ensure that all the relevant points are covered - tailored to each specific project. The exercises are run according to Market Research Society guidelines requiring, amongst other things, that the anonymity of all respondents is protected.

**Outcome** – **agenda** draws together comprehensive reports detailing all findings plus an analysis of common themes and differences of opinion according to an agreed criteria – which could mean comparing and contrasting the views of people of different genders, ages, ethnic backgrounds, job roles, locations – or any special interest.

Research Director Ian White said: 'We know we can rely on the quality and professionalism of everyone at **agenda** – and we particularly value their expertise in combining the findings from a number of research exercises, distilling the essence of peoples' views and communicating them for our creative teams to take forward into imaginative and effective campaigns for our clients.'