

Methodology

M&CI tailors its perception studies to suit the precise needs of the project utilising a dedicated, specialist team of voice researchers who work closely with our mapping teams to ensure they target the most appropriate individuals for the study. Our findings are thoroughly analysed against multiple participant groups and the results provide our clients with an insightful and honest insight of how they are perceived amongst the target audience.

Typical Components



Target Demographics

M&CI can conduct perception analysis work across most professional roles and occupations in a variety of different languages.

The target audience can be married up to our client's data to ensure there are no conflicts such as an individual who is already in a recruitment process and the mapping used to generate potential participants is available for our clients as part of the service.



Conduct of the Research

The interviews with participants are conducted as a conversation rather than a scripted set of questions.

We aim to only make contact with potential participants via telephone, but there may be occasions when we need to email or message potential participants to request a conversation.



Questions Lines

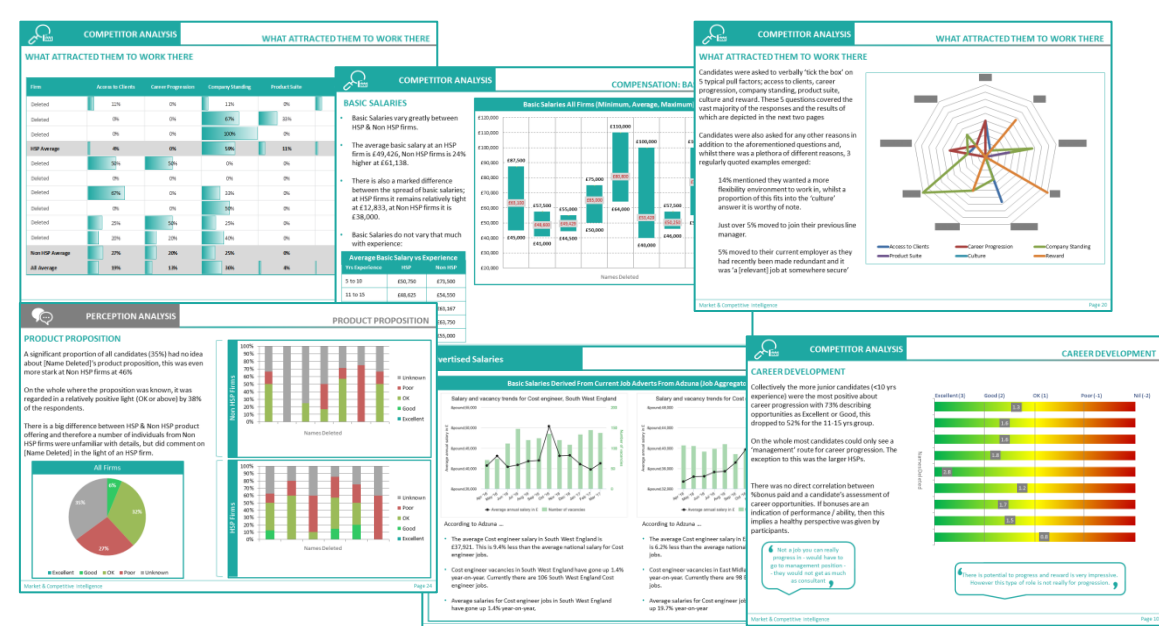
M&CI will work with our clients to devise the questions lines. Typically we aim to ask no more than 12 questions in order to keep the participants engaged and provide insightful answers to open questions.

Recently questions have been centred on a mixture of the target audience's perception of our client's:

- Ability to accelerate their career
- Product Offering
- Ability to be diverse & inclusive
- Hiring process (candidate experience)
- Work life / culture in their business & their industry

These studies can also be used to road test ideas and concepts to see whether they are likely to prove attractive propositions.

Example Outputs



Pricing & Timescales

Pricing and timescales are highly dependant upon the nature of the perception analysis, its target audience, their visibility and anticipated availability to engage with one of our team.

Small: c. £8,500 – £10,000 (6 weeks)

Medium : c. £10,000 – £15,000 (6-8 weeks)

Large: c. £20,000 – £40,000 (8 weeks)