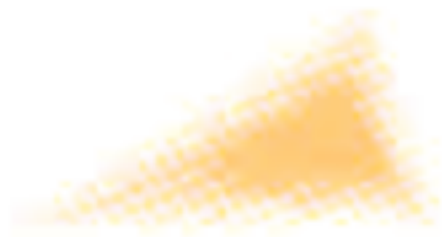


REVIEW 2008

**This is just a selection of the projects
undertaken in 2008.**

Contact Paul Lockton for further information.



Marketing Innovation
LTD

SURVEY REVIEW 2008

1500 telephone interviews were carried out with households across the East Midlands. The aim was to obtain opinions on the cleanliness of NHS hospitals, health centres, GP surgeries, and walk in centres. Also to monitor the impact of the NHS Hand in Hand campaign for improving hand washing/hygiene, and acceptance of new methods to screen and control infection in NHS facilities.
Contact: Jo Baggott.



Nottingham
City Council

Nottingham City Council

A business survey was commissioned covering firms in finance, legal and business services. The aim was to establish an understanding of the challenges faced by sector firms in recruitment and training, and of the suitability of training in Nottingham schools, FE, and HE. Planners required to identify the support that firms needed to grow and the constraints to growth.

Contact: Samantha Hopwell.

Sheffield City Council



A city-wide perceptions survey established public opinions from a broad sample of users and non-users of City amenities on the key issues affecting the retail economy. The survey shed light on how users and non-users viewed the city, particularly in light of recent improvements in the centre to remodel the retail area and its transport system.

Contact: Rachel King.

Bedfordshire County Council

Mystery shopper, mystery caller, and mystery email surveys were carried out across the authority at public information centres. The program tested the effectiveness of customer service during telephone, face to face, and email contacts. It identified improvements in the range/quality of customer services to meet client needs, systems capabilities, and reception facilities.

Contact: Karen Leonard.



Bedfordshire
county council

WLRS

The Wildlife Licensing & Registration Service commissioned Marketing Innovation Ltd to evaluate the quality of service received when the public telephoned or emailed WLRS about the regulations governing trade in endangered species. The research, scheduled in two phases over eight months, commenced November 2008 engaging all staff in the organisation.

Contact: John Hounslow.



West Mercia Police

Victims Care Consultation

County wide focus groups and telephone surveys were carried out across all police divisions/areas in West Mercia. They provided reliable data cost effectively and efficiently, often in very short time scales for reporting and informing the Victim Care policy.

Contact: Chief Inspector Iain Bailey.



The British Association for Counselling and Psychotherapy

BACP

Mystery shopping was commissioned to provide independent feedback from the public on the services received when making enquiries by telephone and email to BACP. A programme of calls and emails was arranged to provide independent consultancy and professional mystery shopping to inform the future training of staff.

Contact: Donna Prior.

The Mark Group

Consumer research was carried out nationally involving 10 focus groups that sought the opinions of the public on energy saving products for the home. The purpose of the research was to improve Mark's understanding of consumer awareness and purchase intentions regarding renewable technologies, to inform future marketing plans. Contact: David Formby.



Lincoln Business Improvement Group

In-depth telephone interviews were carried out with 200 firms in the Business Improvement District to establish perceptions on the services provided by Lincoln BIG and how these met firms' needs and expectations. Opinions were collected on improvements made by the BID against targets for street management, safety/security, access, evening economy, events and promotions. Contact: Matt Corrigan.



National Grid

A European-wide review of the gas fittings and valves market was undertaken to establish trends in energy supply and in the distribution of parts for maintaining gas distribution to 20 countries. Marketing Innovation Ltd's researchers used telephone, internet, and desk research methods to profile the markets and suppliers.

Contact: Simon Smith.



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- Focus groups
- Marketing strategy/planning
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25years

To find out more call Paul Lockton on 01509 219002 or visit www.marketing-innovation.com

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