

Taking business temperature on climate change

AIM

A government funded organisation needed to assess the ongoing impact of its marketing activities in raising awareness and driving action in the UK business community on climate change and carbon emission reduction

TASK

An ongoing programme of brand and communications tracking was developed to support marketing activities aimed at senior business decision makers to ensure that the right messages were reaching the right people and driving behaviour change.

APPROACH

An extensive programme of quantitative business research comprising regular assessments of the effectiveness of marketing activities and an annual brand review conducted across major UK corporates, mid-market companies and SMEs. 1200+ telephone interviews conducted per year

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RECOMMENDATIONS

BPRI has been able to demonstrate variation in levels of awareness and propensity to act on activities to mitigate climate change. This has enabled our client to create more targeted communications for organisations of different sizes and profiles

RESULTS

The organisation is seen as a market leader in its area of expertise and is well-known for its challenging campaigns and high profile marketing activities. The learnings from the research have enabled it to focus on this issues that matter for businesses and drive significant increases in business awareness of climate change