



## Surveys and Focus Groups to Drive Winning Strategies and Communications

### *About Starr Opinion Research*

**Starr Opinion Research** is a strategic research firm that guides organizations through marketing, communications, and public affairs challenges. The heart of our expertise is understanding what motivates target audiences and identifying the best approach to shape opinions or make informed decisions.

Each client's situation is unique. Once we understand your challenges, we work together to develop a customized plan to collect the information necessary to develop a strategy and tactics. We typically collect this information through surveys. Sometimes we generate deeper insights through qualitative interactions such as focus groups and in-depth interviews. We excel in executing quality research, synthesizing the information, explaining what it means, and using it to your advantage.

**What We Help Clients Do** The following are some ways we help our clients succeed:

#### **Target the Right Audience**

We identify the most important segments of the client's audience. Based on our research, we tailor messages and tactics to be the most successful with these audiences.

#### **Develop Effective Messages**

Based on our understanding of the target audience's knowledge, beliefs, and values, we develop and refine messages that will have an impact.

#### **Position Brands**

We help organizations and brands identify market spaces they can "own," and target audiences drawn to these strengths.

#### **Increase Audience Engagement**

We lay the strategic framework for influencing the opinions or behaviors of a target audience. By assessing the attitudes of the target audience and understanding what motivates them, we can identify what the target audience needs to see, hear, and feel.

#### **Optimize Communications**

To ensure communications deliver the desired message, we evaluate and propose refinements to communications—from ads to speeches and web sites—at any point in the creative process.

#### **Assess and Adjust**

We measure impact and effectiveness among audiences and identify ways to improve or refine communications, tactics, products, or services.

#### **Manage a Crisis or Threat**

We quickly evaluate the impact or potential impact of a crisis and identify the most effective responses. We monitor opinions to determine if any adjustments are necessary.

#### **Market Development**

We assess the needs and attitudes of a target market, both consumer and business, to guide development of products and services

#### **Generate News**

We publish engaging polls, under clients' names, to generate news or elevate reputation.

**Whom We Serve** We work with **corporations, news media, and communications agencies**, including advertising and public relations firms. We also work with **not-for-profit organizations** including issue advocates, philanthropies, religious and educational institutions as well as civic, industry, professional and trade associations.

**How We Do It** Our passionate and result-driven approach is grounded in our political campaign roots.

**Research Expertise = Trusted Guidance** All projects are led by a principal. As your partner, we carefully explain the research process: what we plan to do and the reasons why.

**Full range of geographies and audiences** Based in Washington, DC, Starr Opinion Research has executed research in all geographic areas, local to state, national to multinational. We have significant experience conducting research among a full range of audience types: broad groups such as consumers and voters, to narrow audiences such as opinion leaders, decision makers, policy makers, and physicians/patients. We often survey defined universes such as members, customers, employees, and donors.

**Multitude of Subjects** We have worked in many areas, such as:

- Consumer products
- Education
- Entertainment
- Financial services
- Healthcare
- Legal services
- Pharmaceuticals
- Political campaigns
- Public affairs
- Social marketing
- Technology
- Transportation

### Research Tools

<u>Qualitative</u>	<u>Quantitative</u>
Focus groups (in-person, online)	Surveys (online, telephone, in-person, mail)
In-depth interviews (in-person, telephone)	Dial testing
Moderated meetings (in-person, telephone)	Statistical analysis and modeling

*We offer competitive pricing for not-for-profits organizations.*



**Joshua Starr** is a strategist and communications specialist with an expertise in opinion research. He has counseled campaigns, national not-for-profits, and corporations since 1994.

Josh received his initial training working with the leading pollsters for President Barack Obama and President Bill Clinton. During the 1996 presidential campaign, he collaborated on many research innovations including the incorporation of mapping technologies, rapid testing of attack-and-response advertising, and microtargeting.

In addition to conducting surveys, Josh frequently moderates focus groups and conducts in-depth interviews.

Josh directed research at KRC Research, a non-partisan subsidiary of Interpublic and closely affiliated with the global public relations firm Weber Shandwick. At KRC, he provided a full range of strategic communications research services for organizations facing complex challenges. He frequently conducted research for landscape assessments; message development; reputation, issue and crisis management; and, publicly released polling to generate news and demonstrate leadership in an industry.

In addition to his work with political candidates, some of the organizations Josh has helped include American Airlines, Armed Forces Relief Trust, AOL, Cargill, Entertainment Software Association, Honeywell, Johnson & Johnson, Kraft, Micron, Microsoft, National Pork Board, Nuveen Investments, Pfizer, PhRMA, Procter & Gamble, Radio City Entertainment, Society of Actuaries, and Toyota.

Josh founded Starr Opinion Research in 2009. He graduated from the University of Pennsylvania with a bachelor's degree in Anthropology, and is a member of the American Association for Public Opinion Research. He was trained as a DC Teaching Fellow in 2013, and offers a tour of President's Park in Washington, DC on warm-weather weekends. He has also worked as a political campaign manager, journalist and archaeologist.