

DJS Provides Award Winning Research and Insight for Saint-Gobain Campaign

Contributed by DJS Research
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Rare Creative Group, were recently presented with the award for "Best Use of Research and Insight" at the Northern Marketing Awards 2013. Rare, a long term partner of DJS Research won the award for their work in advertising Planitherm energy-efficient glass for Saint-Gobain Glass UK. Rare's campaign resulted in more than a quarter of a million web visits for Saint-Gobain.

The research carried out by DJS Research, which began in 2010, involved understanding the market's views on energy efficient glass and individual's awareness of Planitherm as an alternative to competitors. Specifically, DJS looked at perceived benefits of energy efficient glass in order to provide the advertising with a strong value proposition, and at consumer awareness of Planitherm among people who had recently installed windows or were likely to in the near future. The agency also carried out qualitative research across the UK in order to understand the underlying drivers behind the effectiveness of some concept ads created by Rare, and to feedback on these. We were able to provide Rare with clear conclusions as to the most effective advert in totality, and also the most effective images and language. Following this early stage of research, Saint-Gobain wished to test the effectiveness of the advertising campaign carried out by Rare, and to stay up to date with consumer views of the marketplace. DJS were once again commissioned to complete the research. In this instance, an online approach was used in order to gather the views of a larger number of people and to test awareness amongst a wider group of the general public – those who had had windows installed in the last three years, and those who planned on an installation in the coming 6 months. These responses were then compared to the research carried out in 2010, at the outset of the campaign, to see if views about energy efficiency, glass and purchasing new windows had changed at all. This was also supplemented with qualitative focus groups to flesh out the bones provided by the quantitative survey. Talking about the success of the campaign, James Hinde, Research Director at DJS Research Ltd, had the following to say: "Our partnership with Rare Creative Group is one which we have had for several years and one which we hope will continue in to the future. We deal with many of Rare's external market research requirements and, as they have proven once again, they are a real leader in their industry. Their recent accolades are more than deserved and it's great to see the company being recognised." DJS Research Ltd has vast experience in the construction and building-trade sector and has worked for clients including Saint-Gobain, DuPont, Living Steel, The Lavendon Group and Brett. For more information on the work we do in this sector, or to talk through a piece of research, feel free to get in touch with James Hinde via email, or by calling our head office.<http://www.djsresearch.co.uk/>