



Curiosity fuel for Campbell Ewald

HOW FAST, RELIABLE INSIGHTS CAN POWER AGENCY GROWTH

Between pitching for new projects and pleasing existing clients, Campbell Ewald had to move fast without sacrificing quality—they needed potent insights in record time, and technology that would allow them to innovate, experiment, and progress their ideas. But advanced research often comes with a steep learning curve and a hefty price tag. Or does it? Here's how aytm not only became a critical part of each and every pitch and presentation, but an integral part of Campbell Ewald's internal processes—empowering their team to pursue their curiosity and evolve their ideas with confidence and speed.



Challenge

Expansive research needs for an ever-expanding client base

Quick insights are needed to win new business

Boost innovation from team members who are less research savvy

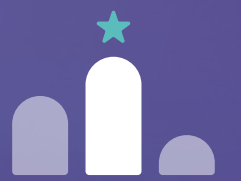


Solution

Comprehensive research solutions to sustain growing needs

A partnership that delivers flexible support

An intuitive platform that empowers curiosity



Results

Actionable insights with fast turnaround

An advancement in curiosity-fueled understandings

Increased agility and confidence in research initiatives



THE CHALLENGE

Expansive research needs

Campbell Ewald is a full-service creative agency that does it all—advertising, media, content creation, performance marketing, and marketing experience—for industries across the board. Because they serve such a wide range of clients, they needed to accommodate multiple clients' specific market research needs. And for potential new business deals, the agency is often given just a few short days to compile all of the necessary resources for a pitch.





“We need insights yesterday”

Like all agencies, Campbell Ewald wanted to ensure the best value possible for their clients. And also like all agencies, to do that, they needed speedy access to insights to support the fast-paced nature of their agency environment. Without the ability to proactively determine the price of launching a survey, the agency’s ability to pitch, launch, and deliver insights would remain frustratingly slow. Far too slow for the tight turnaround times they often operated within.

Researchers aren’t the only curious ones

Furthermore, as their company continued to grow, so did their research needs. They were seeking a platform that could satisfy the curiosity of their team—even those without research backgrounds or technical expertise. And they wanted a true research partner with both the expertise and the ability to support their team’s efforts whenever necessary.

They wanted to enable those without a research background to be curious and find insights. They were looking for an intuitive platform that would allow people to navigate the platform and set up surveys. And to foster curiosity within the agency, they were also hoping for a way to ask questions without needing to wait for their clients to see the value in them.

A partner who gets it

We totally get it. The crazy timelines, the budget ambiguity, the relentless grind—there's just so much going on at any given moment—and if you're doing it right, it's only going to intensify. When we first started talks with Campbell Ewald, we could tell they were relieved to find someone who can speak their language.

A platform that does it

Campbell Ewald's team had a need for speed—so we gave them a demo of our platform. We showed them how easy it was to build a sample, how intuitive the survey authoring process was, and the speed at which they were able to get insights. You see, our insights automation platform lets you start analyzing data in real time as your surveys are being fielded. That put consumers in Campbell Ewald's client-base at the tips of their fingers and allowed them to quickly draft surveys in order to stay on top of their changing behaviors and preferences. Plus, with our platform, they'd instantly know how much the research would cost to run, allowing them to accurately price their services in a pitch to the client.





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The hands-on approach of the team has been fantastic. Response times are very fast. We have a great partnership and aytm helps us tackle challenges around methodology and getting things in the market very quickly. We love it for a multitude of reasons, from the technology to the support. We value the partnership and look forward to working on more projects in the future.

Chris Marchegiani, Group Director of Brand and Integrated Strategy

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High-quality quantitative insights

And while the speed and ease of use made it immediately clear that our tech could provide all of the functionality Campbell Ewald needed, we wanted to assure them that our approach to panel and data quality also sets us apart from the competition. Our panel has access to over 100 million customers with over 3,000 attributes, but we don't really see panel as a commodity—as a quota that needs to be filled. We believe that if you give people respect, they'll give you quality responses. That's why we prioritize respondent experience, and it's also why our proprietary panel is rated number one by SurveyPolice.

Power to the curious

We also believe that great support empowers great speed. Not everyone is an expert in advanced research, but when you have a partner who is, it adds tremendous value. And aytm offers a full range of service and support offerings—whether you need help setting up a new kind of research test, need a second opinion on results from an ad test, or want us to take the wheel for a few weeks—we offer DIY, assisted, or full services (and everything in between). Campbell Ewald's found the true nature of our flexibility to be quite compelling in helping them meet the needs of their clients no matter the complexity of their requests.



Actionable insights with a fast turnaround

Campbell Ewald now uses aytm's platform to conduct their own research, gather insights for new business pitches, and help their clients explore, evolve, and innovate. The average turnaround time to uncover insights with aytm is one day, which has helped set the standard for agile insights amongst their client-base.

Fueling curiosity to advance understandings

Our intuitive platform has also helped foster creativity and satisfy curiosity at Campbell Ewald, giving confidence to those who didn't have a market research background to explore. The team has programmed their own scoring system for journey maps in aytm, and started using video responses and open-ended questions for quotes in order to get the voice of the customer in front of people.



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On average, people ask me to program a survey and say they can't wait to see the results tomorrow.

The more that tools like aytm can bring research acumen into the agency world, the better. We have to bring some of that power back and be able to do our own research. Efficiency is important for the industry as a whole, for our discipline as a whole.

Chris Marchegiani, Group Director of Brand and Integrated Strategy

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Increased agility and confidence

The team at Campbell Ewald loves the ability to do things themselves, un beholden and unencumbered from moving forward. They can program a survey with ease and immediately know how much it will cost. And if they have questions, they have research experts on call to help them keep moving forward.

Are you looking for a partner who gets it?

Do you need more intuitive market research—something that your entire team can use to ask questions? Would you like quicker insights at a lower cost than conventional market research? At aytm, we do all that and more.

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