



CASE STUDY

GLOBAL ENERGY COMPANY IMPROVES COMMUNITY OUTREACH AND ENGAGEMENT THROUGH LOCAL RESIDENT INTERVIEWS AND PERSONA SEGMENTATION

PERSONA EXPLORED: COMMUNITY

PersonaTel

"HOW DOES OUR COMMUNITY FEEL ABOUT US?"


OPPORTUNITY

When you're a top 10 employer in a small town located in Southwest Texas, it's important to know where you stand in the eyes of your community. This is perhaps even more critical for companies in the oil & gas or manufacturing industries. Their standing in the community can influence and drive efforts across their operations from community outreach, recruitment, and safety.

For this reason, our client, a global energy company, wanted to get a deeper understanding of where their organization, and industry stood amongst the residents living in multiple neighborhoods immediately surrounding their facility.

OUR SOLUTION

To deliver our client the insights they needed, our team executed over 700 live phone-based interviews with residents across

Tom The Creative	Interests and Channels	Relevant Jobs to Be Done	Cultural Context
 Gender: Male Age: 32 Title: Photographer Education: Bachelors of Arts Location: Urban / Major Metro Brand A-Likes: REI, Apple, Target, Lyft	<p>When Tom isn't freelancing 30 hours per week, he enjoys hiking, cooking, volunteering at local non-profits and outdoor concerts.</p> <p>Tom uses and can be reached via Instagram and Twitter. However, he uses these platforms primarily for entertainment and may be most receptive to receiving valuable content and information via email from companies.</p>	<p>Demonstrate knowledge of the local community and share timely, accurate information</p> <p>Tom is both an advocate for his local community and a champion for organizations and beliefs he feels improves it for all. As a result, his friends and family turns to him for information about local events and developments. For this reason, Tom needs ways to easily obtain and share information related to local developments.</p>	<p>Racial / Ethnicity White with Italian heritage</p> <p>Socioeconomic Status Middle class values of hard work and cultural assimilation</p> <p>Family Grew up on rural community with mother and father. Currently single without kids.</p> <p>Political Liberal / Progressive</p> <p>Personality Introvert — Extrovert Analytical — Creative Open — Rigid</p>
	<p>Pain Points</p> <p>Based and inaccurate information Tom feels much of the information related to the local community is based and/or inaccurate.</p> <p>Unmet Interests and Lack of Time Tom's business often runs. As a result, he can get busy with work and personal life. This can create periods of time when he is out of the loop of what's happening locally.</p>	<p>Values / Hot Buttons</p> <p>Tom values and will respond positively to messages, views, and services that infer...</p> <ul style="list-style-type: none">• Intellectual honesty• Accuracy and thoroughness• Collectivism and community mindset vs. rugged individualism• Progressiveness vs. traditionalism	

seven specific neighborhoods surrounding their facility. Once the surveys were completed, we conducted an in depth analysis to identify the unique perspectives and personas within each of the seven markets.

Our client had a tight timeline, so we were able to complete the project from survey programming and fielding to final presentation in just 5 weeks.

IMPACT

Our client's ability to have a deep understanding of their local resident's sentiment and perceptions of their industry and company is critical. It influences everything from their community outreach, engagement, recruitment and safety operations. Our research uncovered multiple insights and recommendations that they've been able to inform and improve their efforts across these business areas.

Our client was so impressed with our analysis that they've referred us to multiple additional locations to complete similar research.