



Evening Standard

How **The Evening Standard** introduced agile research to inform strategy and add value for commercial partner.

THE
QUIRK'S EVENT





Meet the Speakers



Philip McMullan

Head of Insight and Data,

The Evening Standard



David Ashiru

Director of Sales,

OnePulse



The Evening Standard

- ◆ Founded in 1827
- ◆ Launched free distribution in 2009
- ◆ Daily circulation of 500,000
- ◆ Unique visitor count of 15M
- ◆ Primarily UK and global readership
- ◆ Produces global and national news
- ◆ Focus on stories relevant to Londoners



How The Evening Standard gets creative with their research

- ◆ Proving **ROI** of ad space to advertisers
- ◆ Supporting **pitch work** for meetings
- ◆ Gathering **agile research** for articles
- ◆ Understanding creative and messaging that **resonates** with consumers



Messaging & Ad Testing



Brand Perception



Insights on Demand



Campaign Optimisation



New Business Development



pamc
Audience Measurement for Publishers



Evening Standard

Market Research Tool Suite

nielsen



OnePulse

TGI
TARGET GROUP INDEX



Which of the statements best describes how you feel about the changes to your lifestyle/work pattern brought about by COVID-19?

DATE: 23/03/20 | RESPONSES: 501 | DURATION: < 21 min

I am determined to stay positive and make the best of the situation



It's inconvenient but I want to make the best of a bad situation



I am anxious about my job and the future



I don't like being home and can't wait for normal life to resume



I like the new working style and enjoy working from home



I've always worked/studies at home so no change for me





Which of any of these statements do you agree with regarding your mental health and well being during these difficult times?

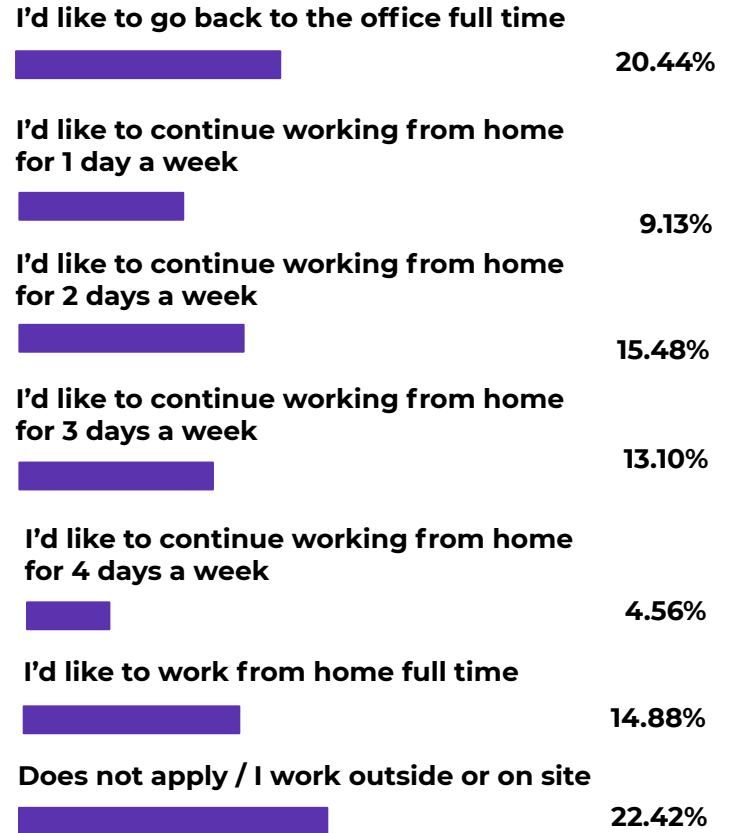
DATE: 18/01/21 | RESPONSES: 501 | DURATION: < 14 min





Once government restrictions relating to the pandemic have ended, which best describes your attitude toward returning to work?

DATE: 8/04/21 | RESPONSES: 504 | DURATION: < 16 min





Evening Standard

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Which of these statements do you agree with?

DATE: 5/10/21 | RESPONSES: 500 | DURATION: < 4 days

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I didn't know Vodafone offered the iPhone 13 Pro before seeing this ad



I didn't know Vodafone offered broadband before seeing this ad



I would think about buying an iPhone 13 Pro from Vodafone after seeing this ad



I would think about buying broadband from Vodafone after seeing this ad



Newspaper adverts are a good place to showcase mobile or broadband ads



The Evening Standard is a good place to Showcase mobile or broadband ads





OnePulse

Q&A



Enter the OnePulse Quirk's Giveaway!

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*Only qualified leads that have completed a OnePulse demo, in person or online, are eligible to participate in the OnePulse Quirk's Giveaway

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