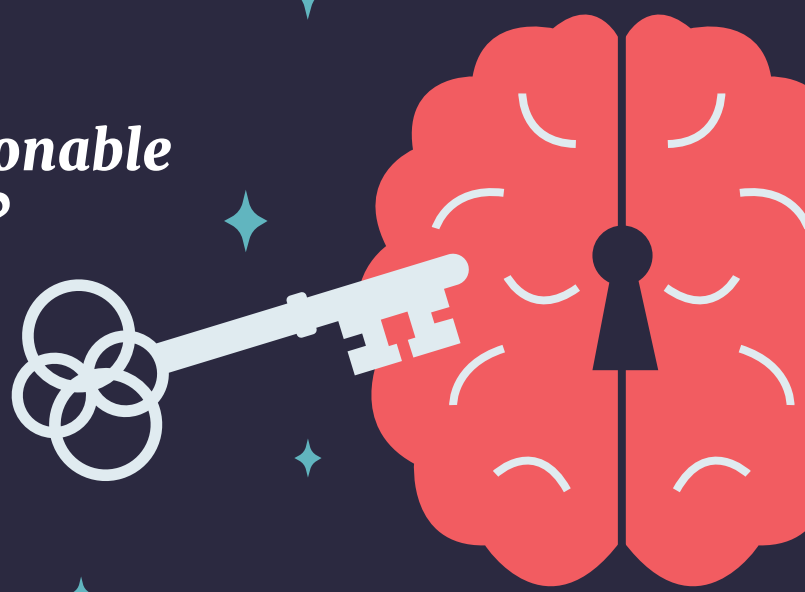


# Want meaningful and actionable insights to guide outreach? & want to know if the outreach was effective?

Start with seasoned researchers and evidence-based approaches.



Research serves as a strong foundation for any successful effort and can be applied at every stage of a communications project. It can uncover audiences' perceptions, barriers, and motivations. And help improve strategies and track success along the way. Insights gained from research can even be key to changing audiences' attitudes and behaviors and reaching long-term goals. However, to do so takes experts who know exactly what evidence-based

methodologies to apply and when. Hager Sharp's seasoned researchers excel at doing just that.

Our team offers a variety of research capabilities, which we use to develop and execute formative research, strategic planning, and evaluation programs. These efforts vary in size and complexity and are always scaled to meet our clients' needs.



## CORE RESEARCH CAPABILITIES

### STRATEGIC PLAN



Hager Sharp is known for its effective measurement of programs, initiatives, and campaigns. Our researchers evaluate not only to understand if strategies are meeting clients' goals and objectives, but also to what degree. We use process evaluation to assess the effectiveness of specific tactics and channels and identify opportunities to refine and optimize efforts. We use outcome evaluation to measure the effect our programs, initiatives, and campaigns have on priority audiences, including changes in awareness, knowledge, interest, support, and likelihood of taking action.

### FORMATIVE RESEARCH



Hager Sharp's approach to formative research is comprehensive. Our researchers use a variety of qualitative and quantitative methodologies to:

- Identify and segment audiences;
- Gain actionable insights into audience environments and perceived benefits and barriers to undertaking desired behaviors;
- Identify effective channels for communications; and
- Test messages and materials for clarity, appeal, relevance, and believability.

### STRATEGIC PLANNING



We believe strategic planning should be audience-centric and informed by formative research. Our systematic and collaborative process includes planning sessions to discuss goals and communication objectives and explore audience insights. We also conduct situation analyses that are informed by research. Our team then works with our clients to develop strategic plans that identify audiences' preferences in media, messages, and messengers. These resources lay the essential foundation for our programs, ensuring activities are insight-driven and effective in achieving our clients' goals.

## **WE PROVIDE A DIVERSE ARRAY OF RESEARCH SOLUTIONS FOR OUR CLIENTS. FOR EXAMPLE:**


### **USDA WIC**

To inform a campaign to improve breastfeeding rates among low-income mothers enrolled in the U.S. Department of Agriculture's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), we garnered in-depth insights through an environmental scan, exploratory and concept testing focus groups, in-depth interviews with WIC staff and breastfeeding experts, and a mobile ethnography with WIC participants.

### **U.S. DEPARTMENT OF EDUCATION**

To understand and overcome barriers to participation in school-based assessments for the U.S. Department of Education, our researchers gained insights among educators and school administrators through focus groups to guide message development and then tested messages for relevance and motivating appeal through quantitative methods.

### **NIH NATIONAL EYE INSTITUTE**

 To ensure the National Eye Institute's (NEI) website design, topics, and layout resonated with children, we engaged kids ages 9 to 12 to participate in website pretesting. Insights revealed that the site was informative, easy to use, and appealing to children. Children also reported that NEI for Kids was different from most websites they visited in school – in a good way.

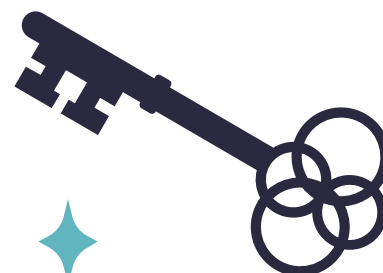


## **ABOUT HAGER SHARP**

At Hager Sharp, we've dedicated 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



**More about our  
research expertise**



**HAGER SHARP**