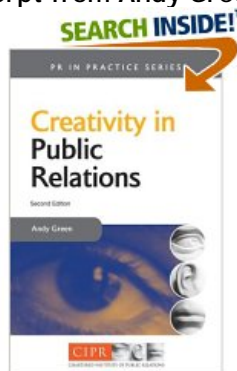


Excerpt from Andy Green's 'Creativity in Public Relations' (2007)



[Buy 'Creativity in Public Relations' from Amazon UK](#)

Bernard Savage runs marketing consultancy Size 10½ boots. He delivers a service called 'rapport research'. Typically, it is used to engage with hard-to-reach targets. From his experience it is much easier to get in front of a prospective client on the basis of genuinely seeking their views than through a cold-call sales sell. With the face-to-face research and using a structured questionnaire he is able to gain significant insight, as well as rapport and potential goodwill for his client.

Describing his rapport research methodology tool Bernard said:

A law firm used the rapport research method to begin a relationship with a senior in-house lawyer for a global automotive company. My client was preparing to launch a major new initiative in the legal marketplace but wanted to fine tune their service offer by commissioning some research.

The goal of employing this research technique was to first build rapport with the prospect. In a convivial meeting rapport was established. We gained valuable insights that helped us later shape the commercial proposition. Having engaged the prospect the next challenge was to build a relationship.

Appealing to the prospects intrigue in the new service offer, and recognizing people's in-built desire to be consulted, the process yielded valuable insights into what might work at launch and what wouldn't. The prospect valued being asked for his point of view. Put simply, we showed an interest in his company and identified some common ground- in this case an appreciation of the Outer Hebrides!

At the end of the interview the prospect was given the opportunity to earn the outcome of the research and my client's plans for launch in a suture meeting and the relationship between my client and the prospect blossomed.

Insight is a very profound tool in creative communications. It can provide a fresh and unexpected perspective. It means you have to think of something that no one has thought of before. Insight requires you look at things differently. For that reason, most of the great sources of 'insight inspiration' are from outside of your immediate world - whether it is your market or product category, or often outside of your geographic marketplace. The creative practitioner has a great role to play in helping to unearth insight through consultation, to provide a starting point for any subsequent creative activity.

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