



Our Marketing Research Studies

OneWorld Communications is a recognized marketing research firm providing qualitative and quantitative research studies. We have a focus group facility on-site at our offices in San Francisco and use others nationwide. We design and perform research as part of developing communications strategies and media campaigns, or for our clients to use independently.

Most Recent Projects



Behavioral Health Services, Sacramento County & Edelman Public Relations

Preparatory to refreshing a media campaign aimed at eliminating stigma about mental illness and prejudice against people living with it, we conducted 12 focus groups with members of many communities including African Americans, Chinese, Hmong, LGBTQ, Native Americans, Russian/Slavic language speakers, seniors, Latinos, Vietnamese, and youth. We conducted some groups in language: Spanish, Hmong, Vietnamese, Cantonese, and Russian/Ukrainian. The focus group among other topics, explored a hypothesis that we developed on the basis of our secondary literature review and conferring with our client. Based on our findings and conclusions, we developed and presented recommendations for a new messaging direction, and new media, for the campaign.



CalRecycle (CA Department of Resources Recycling and Recovery)

As part of our development of new TV spots to promote the proper disposal of electronic waste, we tested the script concepts with two focus groups of participants provided by our client, at their offices in Sacramento. Based on the insights gained, we adapted one of the approaches into the final version, prior to our production of these videos as Public Service Announcements (PSAs) in general market and Spanish-speaking community versions, which then Comcast showed statewide.



San Francisco Dept. of Public Health, Community Health Equity and Promotion (CHEP) Branch, the San Francisco Study Center, and "SF Quits"

As part of our rapid development of a new media campaign for the "SF Quits" program which would begin offering free kits to consumers to stop smoking tobacco, we created and tested messaging concepts with smokers. We held the focus group at our in-house focus group facility at our offices. Based on the insights gained, we created a TV spot, radio spots, transportation and newspaper advertising. We created the print advertising in English, Spanish, Chinese languages advertising bus cards, and smoking.

Prior to 2017**San Francisco Department of the Environment**

To gain insights into the Chinese-origin community about what will attract them to recycle use motor oil and filters, we designed and conducted a focus group in the Cantonese language at the focus group facility at our office. Our report "Listening to the Chinese-origin Community in San Francisco..." provided insights for our creation of an innovative in-culture media campaign in Chinese, called "The Chinese Scroll Campaign". We published the campaign in online display, billboards, transportation and newspaper advertising, and on the websites of SF Environment and a Chinese community based organization.

**Ramar Foods International**

To assist company management to make final decisions about new packaging and on-shelf presentation of their range of Filipino-style ice cream products, we conducted two focus groups in the Filipino language with two customer segments, in San Francisco and Los Angeles. The insights gained allowed management to make final decisions about packaging and identify ways to better market their products in a competitive landscape

**California Employment Development Department (EDD)**

To assist EDD to more effectively involve people who are unemployed in the services offered by the CalJOBS online system and the America's Job Center of California (AJCC) locations, we designed and conducted focus groups in English and Spanish, in Fresno and San Francisco. We gained insights which allowed us to propose a strategy which EDD adopted, the Ten Steps to Reemployment. We then produced a video based on this strategy which EDD now uses with its clientele.

**The Presidio Trust**

To better understand perceptions and opinions among diverse communities in San Francisco about The Presidio, its brand, and future development, OneWorld designed and conducted a series of segmented focus groups. We took care to gain the participation of communities, and community leaders, from various neighborhood and cultural and ethnic communities. We also held a group with a variety of community leaders. Our report included insights and recommendations to guide managers, designers, and communicators.

**BioBag Americas**

To assist BioBag to respond to consumer perceptions about composting and

the bags they choose, we designed and conducted a series of focus groups at our office's own focus group facility. In addition to our findings and conclusions, we provided recommendations about marketing to best address the needs and values of consumers.



Sonoma State University

OneWorld carried out a multi-phased research study to identify and understand the reasons and aspirations that have brought people to SSU and that sustain their engagement. The research revealed perceived strengths and weaknesses of key functions and attributes and indicated future development directions. The project included an environmental scan, SWOT analysis, initial qualitative research consisting of in-depth interviews, and a quantitative study research. The survey captured key data from eight different stakeholder groups, including current enrolled students, students interested in SSU who did not enroll, parents of current students, alumni, faculty, non-faculty employees, donors and potential donors and community associates of SSU, with findings, conclusions and recommendations conveyed in formal reports and a presentation. The University seeks funds to utilize the recommendations to develop its brand and outreach program.



California Public Utilities Commission

To help us to prepare a new consumer advertising and outreach campaign to engage the interest of millions of Californians who have disabilities, we designed and conducted a series of focus groups in English and Spanish. Participants included people who have a disability such as low vision or who are blind, have low mobility, and are hard of hearing. The insights we gained allowed us to develop new messaging campaigns to better attract these populations to utilize the California Telephone Access Program which provides specialized telephones for improved access to telecommunications. We created the new Ability Phones sub-brand and media campaign in TV, radio, print, and online.



California Department of Public Health, Chronic Diseases Prevention Program

To provide direction for an effective communications strategy to inform perceptions, promote understanding, and improve behaviors to prevent and control chronic diseases, OneWorld designed and conducted an extensive and rather complex marketing research study. The objective was to determine gaps and overlapping/duplicative efforts in health care messaging, and factors affecting messaging effectiveness. The study consisted of a literature search of

chronic disease prevention messaging in California and beyond, and two surveys, three focus groups, and fifteen in-depth one-on-one interviews of CDPH staff and external partner agencies that implement work in chronic disease and risk factor programs/ campaigns. Our findings, conclusions and recommendations were presented in the report HEALTHY CONNECTIONS, in November 2012 (63 pages), and discussed with the Department leaders using a PowerPoint version. The Department then published a report excerpt for wider discussion with both internal partners and external partner agencies prefatory to developing the strategy outlined in the report.



California Employment Development Department (EDD)

OneWorld conducted twelve focus groups in English and Spanish to research knowledge, preferences, and attitudes about unemployment benefits, new products and services, marketing materials, and value propositions. We gained insights about people's perceptions and the potential to utilize new online services being offered by EDD to file for, maintain, and receive unemployment insurance. These insights allowed us to create a highly effective media campaign, "EDD online", that directly resulted in 1.7 million visits to the EDD website where people were able to learn more about and use these services. We also used the research findings for a strategy paper and discussion with EDD's top management in order to improve the public's utilization of EDD's services overall, in order to reduce costs.



Metropolitan Transportation Commission (MTC)

To assist this transportation agency to name the municipal service of providing roadside assistance to motorists who experience mechanical difficulties with their vehicles (e.g., flat tire, overheating) on highways and freeways, we conducted focus groups and a survey, as a "nomenclature study". The service which motorists can access by call to "511" is the preferred alternative to traditional call boxes which the agency was gradually removing. We designed and conducted focus groups at two locations to broaden the types of participants. Using insights gained from the focus groups, we also designed, fielded, and analyzed a 16 question survey online. We presented the findings to the client which eventually chose and named the service "Call 511 Freeway Assist" which was a shorter version of the name "Freeway Assistance" favored by the research study participants.





San Francisco Health Plan

To gain insight into causes of declining enrollment in the Healthy Kids program which provides health care to low income families enrollment we designed and conducted focus groups three in Spanish, one in English and one in Cantonese. Our participants were key community leaders and gatekeepers, and parents of current enrollees and non-enrollees who might qualify. We conducted the groups in our office's focus group facility, made audio and video recordings, created a fifty page report, and presented findings, conclusions, and recommendations to senior management at the San Francisco Health Plan. In addition to better identifying environmental factors contributing to the decline in enrollment, we made six specific recommendations to increase the likelihood of enrollment.



USDA, Animal and Plant Health Inspection Service

We designed and conducted four focus groups and pre-and post-campaign surveys (statewide California) to determine perceptions, and levels of awareness, knowledge, and attitudes, and to measure the effect of our messaging campaign. We used the pre-campaign insights to develop a marketing communications strategy, creative messaging concepts for the "Hungry Pests" campaign, and a media plan. We launched a mass media campaign in TV, radio, online, and print advertising. Our post-campaign survey demonstrated that the advertising strategy significantly increased respondents' awareness, interest in, and knowledge of invasive pests messaging, the threat to local agriculture and the economy, and an overall intent to take action.



National Pest Management Association

We designed and conducted four focus groups in the San Francisco Bay Area and Atlanta, Georgia to understand consumer points of view about a business and marketing platform, logo, identity, etc. We created a video report of the focus groups and presented it at two national conferences. We used the insights gained to create a new brand for ecologically friendly pest control practices for use by members nationwide.



Sandia National Laboratories

OneWorld conducted two research projects. To prepare our counsel for a marketing strategy for wider adoption of Preventative Radiation Nuclear Detection (PRND) programs in the U.S., OneWorld sought Sandia staff input, reviewed documents, and conducted in-depth interviews with several key stakeholders at the national, state, and local levels. To develop a strategy to



recruit more top college graduates and professionals, and make Sandia's Careers website more attractive to prospects, OneWorld collected primary data by interviewing recently-hired employees, thoroughly reviewing the Sandia Careers website, and made recommendations to management for internal follow-up.



CA Employment Development Department (EDD)

OneWorld conducted in-depth interviews with stakeholders in English and Spanish regarding expectations, attitudes, and greatest concerns of unemployment benefits filers to develop the communications strategy for the successful "Click Into Place!" campaign in radio and online advertising in 2009/10.



U. S. Government Accountability Office (GAO)

OneWorld designed and conducted focus groups in three cities for a national study evaluating the understandability of Social Security Statements by the public. The purpose of this research was to determine how to create a better Social Security form for the public. Our report findings were cited in the GAO Report April 2005, 05-192 to the United States Congress: [Social Security Statements: Social Security Administration Should Better Evaluate Whether Workers Understand Their Statements.](#)



California Academy of Family Physicians

OneWorld designed and conducted quantitative research (two surveys, two years apart) with members in order to make recommendations to improve this organizations service and product offering and achieve higher member satisfaction. Our findings and recommendations helped management to make data-driven decisions.



Saybrook University

OneWorld designed and conducted two surveys, four focus groups, and a series of in-depth qualitative interviews to refine the value points, and how to express them in ways that would attract new graduate students to the program. Our findings and recommendations led to our creation of a marketing strategy that led to increased enrollment at the school.



Clark Pest Control

We designed and conducted two focus groups to improve marketing strategies, including a written report and presentation.



Consumer Protection Initiative California Public Utilities Commission (CPUC)

OneWorld carried out qualitative research in different cultural and ethnic communities, in order to arrive at strategic directions for a new communications campaign. We produced the resulting Telephone Soap Opera campaign, in-language, in Mandarin, Cantonese, Spanish and English to encourage consumers to learn more about choosing and managing their telephone services. The campaign won a top advertising industry award.



Saint Mary's College of California

OneWorld carried out research to better express the value of the M.A. in Leadership Program's offerings, and attract more students. This formed the basis for OneWorld to create "The Power To Empower™" brand and campaign which increased enrollment and permanently established this degree program, and has led to the creation of a Leadership Center, and a B.A. in Leadership and Organizational Studies program at the College too.



SMA America Solar

For this Germany-based solar equipment manufacturer, OneWorld conducted in-depth interviews with management, sales staff, and representative clients, as well as a focus group of solar system installers to determine their most pressing concerns about the type of products produced by our client, and competitors which produce similar products. This research supported our development of advertising messages and a public relations strategy.



Deaf and Disabled Telecommunications Program (DDTP)

OneWorld used its qualitative research methods, including in-depth interviews and secondary research, to develop audience-specific informational and educational materials for a wide range of demographics including seniors, low-income, deaf and hearing-impaired, the disabled, and various ethnic groups. Our research helped DDTP to understand the needs of these target audiences and to define psychosocial and demographic attributes in order to create educational materials suitable for them.



USDA National Agriculture Library, Food Stamps Nutrition Connection

OneWorld designed and carried out program evaluation to increase the effectiveness of nutrition-related training, educational and communications materials, and their website, and used the research to develop strategic groups to identify training needs, preferred module delivery format, and resources available to the Food Stamp Program's low-income audiences.



US General Services Administration Fleet Vehicles

OneWorld designed and conducted focus groups and observational research to create messaging in a national marketing communications campaign to increase customers. Sales rose by \$5 million in the first year of this effort.



California Department of Fish and Wildlife (DFW)

OneWorld carried out qualitative research including field interviews with stakeholders to develop a new public relations campaign, which essentially recast how their services in an important wildlife sector were being offered to the public. It resulted in the Keep Me Wild campaign which OneWorld designed.



USDA Food Safety Research Information Office

OneWorld has designed and conducted focus groups with food safety professionals in order to guide this Office on how to be a more effective clearinghouse of food safety research information nationwide.



California State Personnel Board

OneWorld designed and conducted a survey of employers regarding their attitudes about job candidates with disabilities, leading to recommendations for a new marketing approach.



The Buck Institute on Age Research

OneWorld designed and carried out a survey to gauge the effect of prior marketing and develop a communications strategy for its donor development program. Our recommendations guided management of this top research institute, which relies on contributions, to focus its donor development program.

