

Introducing our new Research & PR Package

Client-focused, research-based media content.

McCrindle Research is one of Australia's leading research agencies, with an international reputation for tracking and analysing social trends, consumer segments and demographic shifts.

McCrindle Research is regularly commissioned by PR agencies to conduct research for their clients and to assist with content for media campaigns. Just recently we released this brand new PR package which has been especially designed for PR agencies to assist their clients.

This package provides client-focused, research-based, unique insights of high media interest to generate significant media activity. McCrindle Research has a reputation as the gold standard in social research. We have both the expertise and the media leverage to assist in your next media campaign.

The Process



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Step 1
Working with the client, we identify key areas of research. (Here's a recent example from our client AAMI.)



2

Step 2
We conduct original, fast-turnaround, robust research for your company.



3

Step 3
We turn the research findings and insights into readable reports, communication pieces and media releases.



4

Step 4
Our researchers provide commentary to the media, and Mark McCrindle is available as the primary spokesperson for your campaign.

What You Receive

- An initial briefing meeting with you or your client to find the **key areas of research**.
- Assistance in finding areas of editorial interest and **media hooks**.
- A methodologically reliable online **national survey**.
- A **summary report** and top line findings for media releases.
- Assistance with content and quotes for **media releases**.
- Availability for media **interviews and commentary**.

Recent clients who have used our PR package through their PR agencies include:



How to Get Started

Contact Francesca Dalton to find out how your agency can benefit from this offer:

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