



engaging the unengaged.

A 'Comments Campervan Day' in a nutshell

We believe that the true value of research is all about listening to your audience's unbiased opinion and acting upon it. The 'Comments Campervan' provides a fun, imaginative and insightful approach that relaxes, builds bridges and brings out meaningful comments from people that matter. It also helps you prepare an action plan that everyone will buy into. Many customers return with a 'Campervan' follow-up visit to understand how their action plans have made a difference. The results of the programme make compelling viewing to your peers, seniors and other stakeholders, clearly showing how you have listened, acted upon and evaluated what you delivered. More importantly, customers or colleagues feel respected, responded to and impressed by your organisation.

Preparing for your 'Comments Campervan' day

To 'get the van on the road' we firstly allocate a Mill Group Project Manager to organise your day and cover all considerations for filming. Travel details, location arrangements and interviewing methodology are all part of this planning stage. Importantly they will help you to ask the right questions to probe your audience and uncover what they really think about your area of interest.

Informing your customers

We produce a flyer to build awareness and promote your day, ensuring everyone understands where, when and why the 'Comments Campervan' is visiting. Your Project Manager will help you iron out the detail and organise leaflet distribution. In addition, some clients choose to support this with a web page where information before, during and after can be obtained.

On the filming day

Our Project Manager (accompanied by a Production Assistant) will be there for your big day. Depending on location they will arrive in the morning or will have travelled the night before. They will manage scheduling, filming, interviewees and the recording of information to remove any stress and allow you to enjoy the day. The Comments Campervan is all about creating a 'fun' environment to ensure that everyone relaxes and enjoys the experience, encouraging natural and honest answers.

What is supplied to you?

A DVD will be produced of all useful comments. This is an unbiased research film at this stage which will be edited so the viewer can hear the questions and responses. You can also ask for this film to be hosted online in a secure client area:
www.commentscampervan.co.uk.

What next?

Your Project Manager will advise you of your next steps, including suggesting appropriate solutions. It might be that you want to communicate a response, educate customers about your solutions or simply compile a film of responses for a PR exercise or for a specific audience.

Project evaluation

Considering what to do with your comments can be a minefield; the Mill Group is a full service Marketing Communications Agency with experience in many different fields and your Project Manager will advise on how we can help further.

Revisit

However you choose to progress with your comments, all research and development needs a follow-up to hear and see what changes, if any, have taken place. How about booking-in a return visit of the Campervan, to see what impact has been achieved?

For more help

Call us on: 01422 310799 and ask for Jay, Michelle or David
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