

# Creative thinking in the Covid-19 era

Welcome to the Coleman Parkes blog. We are a roll your sleeves up, data driven, b2b research agency that specialises in the design and execution of surveys for thought leadership and PR campaigns globally.



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We have the privilege of working with some of the brightest minds in marketing, PR and advertising, from start-ups to large enterprise global players in tech, prof services, financial services and more. Regular conversations we have with our clients not only evolves our discipline as market researchers but presents an opportunity to solve a challenging issue that really matters. We'd like to share some of these challenges and how we solve them in this blog.

This edition's topic is based on a question from one of the leading global advertising consultants, which may resonate with a business challenge you are experiencing right now.

*"We recently finished a report bases on a pre-covid survey and worried the data will not truly reflect the current market conditions – now we are in the coronavirus era, what can we do?"*

What our research experts say:

"We believe the best answer is to run a quick top up survey either repeating five questions from the original survey or five new question that are sensitive to market changes and compare and contrast the results to the original survey. This will allow you to measure what impact the pandemic has had on the market and the changes in strategic direction companies may be taking. A survey is only ever a snapshot in time, but times have changed rapidly so a top up would help confirm how trends have developed or moved on (or not as the case may be). You do not need to poll everyone as in the original survey, just a large enough sub-sample with the same representation (as the original survey), to be able to run a statistical analysis and draw the right insights."

In conclusion, this is a cost-effective option that will provide a return on investment from the initial research. Even if the results from the top up research still match the original survey, it is a beneficial method to boost confidence in the data, add additional context and provide further outcomes from the original pre-ccovid project.

Thanks for reading!

Coleman Parkes Research