



SOCIAL ISSUE DYNAMICS™ FROM QUADRIGA CONSULTING LTD

Is brand and reputation management important to you? Do you need to be associated with a major issue? Do you need to be seen to be at the edge of the curve in terms of a social movement, an environmental debate, a new technology innovation?

In the old days, a bit of PR normally did the trick. A few media releases, and perhaps a white paper, possibly even a seminar or two, might be enough to convince people that you were on top of things.

However, nowadays, it may take a little more. With the advent of social media it takes much more added value, and rich contribution to debates and *social conversations*, to be heard.

Here at Quadriga Consulting we have been developing a new research product called **Social Issue Dynamics** (or SID for short).

WHAT IS SID?

SID is a public programme of research that embraces qualitative discussion around an issue or topic that is of interest to a brand owner.

The difference is that we take the discussion public using web broadcasting. We put your debate online and promote it in advance through a series of media partners. We create a fully directed, multi-camera and live edited broadcast event and stream it to an international audience.

The result is that instead of an esoteric discussion just among members of a focus group, using the SID approach we extend the debate into international online social communities and the social media 'back channel'.

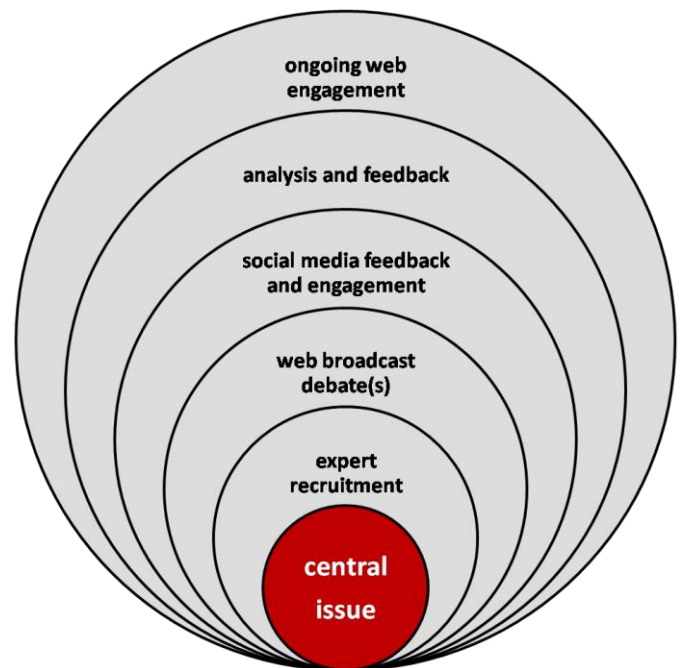
We also put your debate on-demand after the event – allowing it to resonate over time.

DISCUSSION THE STARTING POINT

The qualitative discussion is just the starting point. A typical SID assignment contains the following key elements:

- **EXPERT RESPONDENT RECRUITMENT**
- **TOPIC GUIDE DEVELOPMENT**
- **PROMOTION OF THE PUBLIC DEBATE VIA MEDIA PARTNERS AND SOCIAL MEDIA**
- **LIVE WEB BROADCAST PUBLIC DEBATE - MODERATED BY US**
- **BACK CHANNEL DEBATE VIA TWITTER AND OTHER SOCIAL MEDIA**
- **DEBATE AND SOCIAL MEDIA ANALYSIS**
- **FEEDBACK AND ONGOING DISCUSSION VIA DEDICATED BLOG AND FOLLOW-UP DEBATES**
- **SOCIAL MEDIA TRACKING**

A SID programme allows our clients to be seen to be right at the heart of an issue or series of issues. SID takes the best elements of tried and tested qualitative research and explodes it into the social media domain - resulting in highly involved interaction from a much wider array of participants. Instead of research being a tactical and passive part of the marketing process it becomes the centre-piece of strategic audience involvement - resulting in long term engagement with key protagonists from various perspectives of the debate.



To get some idea of how a SID programme might look and feel you may wish to take the time to visit our [Government 2010 micro-site](#). Government 2010 is a rolling programme of engagement focused

on the issue of next generation government. Think of Government 2010 as Quadriga's own public exemplar of a SID programme. It promotes us as the sponsor of issue-focused debate. It engages social media communities. It draws upon people with expert knowledge of various aspects of the Government 2.0 debate.

SIDs can be complex and large or modest and highly defined. But if you want to be seen to have your finger on the pulse of an important issue that might affect your business, **contact us and ask us to build a SID programme for you.**

The alternative may be that you are seen as a bit-part participant in a debate that may re-define your market.

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