We're the go-to for

CHARITY
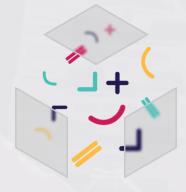
HERE'S WHY

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WE ARE TAPESTRY

We make the complex beautifully simple.

We don't just measure; we make, we create and we provoke. We give you research you'll want to talk about, that inspires you to make the right decisions. Here's how...

expand

We blow out your objectives to identify all the key issues and hidden complexities.

explore

We ensure the right mix of tools & techniques every time.

connect

We connect the threads to inspire, provoke and problem solve.

curate

We craft a compelling story that lives on in organisations.

Whether it's for supporter growth, creating powerful campaigns or boosting loyalty, we make sure you're getting the most from your research.

Answering questions such as

what makes a great charity ad?
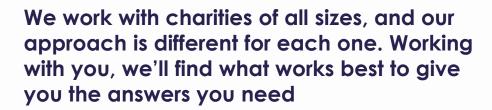
how can we grow our supporter base?

what drives someone to support one charity over another?

which groups should we target for successful supporter growth?

what are our key brand assets to leverage?

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EXPERTS IN THE NON-PROFIT SECTOR

We work with charities of all sizes, and our approach is different for each one. Working with you, we'll find what works best to give you the answers you need

GROW YOUR BASE

We can help you find the right groups to target to grow your supporter base, and develop the most appropriate strategy to attract them.

IMPROVE YOUR ADVERTISING

Advertising is crucial in the charity sector. We can help you drill down into what makes a great charity ad, and how impactful your previous campaigns have been.

INCREASE RETENTION

Get key insights into your current supporter base, what drives them to support you over other charities, and how you can increase supporter retention.

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THE TAPESTRY TOOLBOX

Some of the tools and techniques we use to help our sports clients:

- Segmentation and audience understanding

- Market sizing

- Product optimisation and pricing strategy incl. conjoint

- Ad sales research

- Trade off exercises

- Consumer Decision Journeys to understand the journey to fandom

- Biometrics such as Galvanic Skin Response and facial coding to identify key moments of engagement

- Concept testing and creative testing

- Statistical modelling and drivers analysis

- Opportunity sizing with lookalike analysis

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WANT TO KNOW MORE?

Drop us a message or get in touch directly with our sports research expert, Victoria Stockbridge

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in Connect on LinkedIn

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