



## Market Evolution Case Study



### Assignment: Mirror Mouthpiece

#### The Client

Trinity Mirror publishes over 150 Regional newspapers, five National newspapers and over 200 websites. The groups leading titles are The Daily Mirror and Sunday Mirror.

#### The Challenge

In order to create commercial advantage in the fiercely competitive UK newspaper market, senior commercial and editorial management at Trinity Mirror wished to build on the success of the existing reader panel (created and managed by Market Evolution) by creating a leading edge insight product. This innovative project would provide a competitive edge for commercial teams and valuable insight for editorial staff.

#### What We Thought

As providers of the existing Mirror reader panel, Market Evolution recognised that with most major publishers operating similar initiatives, the time was right to develop the next stage of reader insight tools, in tune with modern social networking habits. This would allow The Mirror to demonstrate further commitment to it's advertisers and readers alike.

#### What We Did

Mirror Mouthpiece was developed by Market Evolution, in partnership with e-digital research ([www.e-digitalresearch.com](http://www.e-digitalresearch.com)). At the centre of the project is a dedicated bespoke website containing forums and polling, updated daily to provide an interesting and engaging environment for Mirror readers. The resultant dialogue provides far-reaching continuous insight – a monitor of attitudes, opinions and behaviour . For a dynamic, “always-on” digital business, as newspapers have become – this is an invaluable resource. The consumer insight has provided sales teams with supplementary profile information which is hidden by more traditional research sources.

#### Take A Look

Visit [www.mirror.co.uk/mouthpiece](http://www.mirror.co.uk/mouthpiece)

#### Want To Know More?

*Contact Toby Constantine to learn more about Market Evolution and our approach to helping businesses grow through the appliance of consumer and market insight.*

**e: [toby@marketevolution.co.uk](mailto:toby@marketevolution.co.uk)**

**m: 07774 703757**

**visit our blog: [www.marketevolution.blogspot.com](http://www.marketevolution.blogspot.com)**