

alexander crockett

digital/social/research

www.ceasura.com / alexandercrockett@gmail.com / 323 937 2596

ABOUT

I am a digital researcher and consultant. I focus on technology, brand and culture. My work has included developing road maps for clients and ensuring they are able to reach their audiences.

I have been described as someone who has “*A pioneering profile, equally ready to develop new ideas on his own and in conjunction with others...*” and as “*Innovative, he likes to use personal initiative. Keen to explore and develop new ideas..*” I have worked on idea generation on several projects, and because I have been seen as an early adopter I have been asked to provide critical advise on the pro’s and con’s of new media applications. I am engaging, persuasive and communicate meaningfully.

ME

I work with insight based on evidence. However, I also work in innovation. Therefore a balance between creative insight and methodology drive me. I have a keen focus on cultural issues and best practice and with a view of information patters, web use, sub-cultures and audience groups I aim to provide well rounded and meaningful knowledge.

I am passionate about the work I do, take pleasure in artistic, cultural and structured activities. Most of all I am confident I deliver knowledge and am a strong and resourceful member of any team.

RESEARCH & ANALYSIS

With a broad range of skills and a keen interest in both quantitative methods, qualitative methods I have applied bespoke techniques and worked on multivariate benchmarking exercises, research projects exploring decision making and understood audiences. I employ thematic techniques that allow me to generate models of behavior, thereby helping people to be informed; generating ideas and inspiring teams.

I have considerable experience developing new approaches. This has included applying methods from the social sciences to web work. For example using thematic techniques to develop stories and using stimulus presentation software to card sort and develop affinity diagrams. In addition I have experience conducting literature reviews and trend analyses. This has allowed me to develop guides, provide options for clients and inform decision making.

Strategy

"Technology was not an add-on: It represented a carefully considered element of almost every critical campaign function. Most remarkably, technology played a critical role in the one area least understood by the "digerati" and most online campaigners: moving online supporters toward real-world action" / Michael Silbermam, Obama Campaigner

The single most important aspect of campaigning is action. In any campaign that is going to be successful motivating action will determine the success of your campaign.

The British Heart Foundation wanted a new kind of campaign. They wanted a campaign that directly involved supporters. As part of their strategy I conceptualized a site based on social media principles. By harnessing the power of social media, supporters could interact with the charity, upload information and get ideas about how they could get more involved. The site earned £1.3 million (\$2.million) in one month online.

From winning new business, to leading idea generation teams, my role in conceptual development and strategy is a clear focus.

Research

Liverpool John Moores University realized their online strategy wasn't achieving the goals they had set. They wanted a site that reflected what they are: a valuable asset to their students. Using surveys, heat maps, focus groups and questionnaires new strategy was created. The vision was clear; to develop a site that reflected the student experience and showcased the university. The vision for a site that would be an integral tool for students and the university was articulated. The result was invigorating, mobilizing the university and its communications teams as a result.

The Judicial Appointments Commission wanted to ensure that their information was ordered, safe and accessible. By conducting interviews, by mapping business structure and building a schema of the information in the organization I formed a staggered strategy to ensure the JAC met their primary information objectives.

Research has been a component part of my approach to creating success and inspiration. By informing clients through research I have inspired a creative process and ensured decisions were always consistent with facts.

Benchmarking

The impact of web 2.0 technologies and social media platforms has created a storm which has now started to settle. The potential to harness the power of social media is differently understood in different industries.

The Third Sector has harnessed the possibilities of digital media ahead of the curve. In order to measure how well charities were doing I created a research paradigm that measured campaigns along five dimensions. Weighting the results by charitable areas and charitable income I built an image of the different areas of focus for different groups. I clearly showed strategists the extent to which performance is related to technology and engagement.

The Financial Services Authority wanted to ensure their online communication was effective. In order to provide coherent strategic advice I used a benchmarking exercise to show how different financial groups achieve their goals. I was able to show where other businesses were failing and succeeding. The result was that the FSA were able to ensure they remained key providers of important information for public and businesses alike.

Digital Mapping

Why? What? How? Three questions people coming to you want answered. But more than that they are three questions you can answer about your users. Why are they there? What will they do? How will they do it?

Ford knew that people wanted to get to places faster, but a faster horse wasn't an option. Thankfully cars are a better technology than horses and offered something to people they didn't know they wanted. In principle information design is much like the history of car design. Cars offer people a technology to help them achieve what they want to achieve, developing technology online, understanding what people want from technology – those are the secrets to a good online presence.

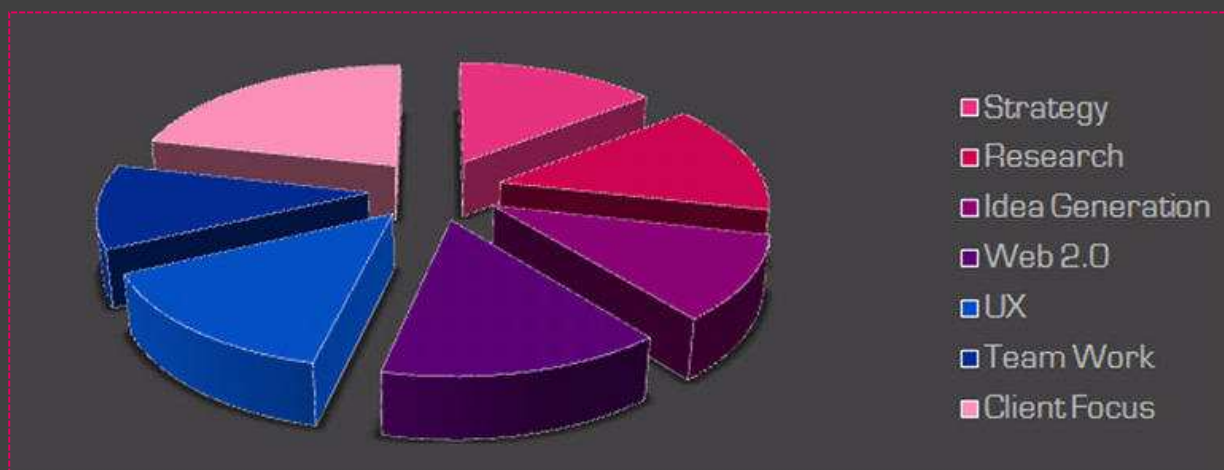
Whatever the problem — mapping the way people use information and working with them to uncover the best patterns for you is a serious goal worth accomplishing. Doing that in the most elegant way possible, that's what I do. Do you want to be a thought leader? Do you want to be a trusted source? Are you seeking loyalty from customers? Each of these questions can be answered “yes” with information design. *That's what I do.*

Creating An Offering

By talking to you about what you do, by understanding what you want to achieve and by fully articulating your assets with you an excellent offering can be created. By combing that information with information about your audience a good and resonant offering can be assured. That is the basis of developing an online offering, and doing it in partnership with someone who cares about understanding you is a good deal indeed.

By working in collaboration with you and developing a strategy to answer the questions you need answered. By establishing what the needs of your audiences are and by articulating what will be meaningful to them we will be in a good place to secure an offering online that has all the nuts, bolts and structure to ensure your success.

AREAS OF WORK DEFINED:



CONTACT:

Contact me to discover how I join your team, help drive inspiration and ideas and move your project ahead.

T: 323 937 2596

E: ALEXANDERCROCKETT@GOOGLEMAIL.COM