



Welcome to your window into StrategyOne. Please feel free to wander around, take a look at our groundbreaking studies and get to know our people and our solutions.

You are results driven and so are we. Today, more than ever, companies are demanding data-driven decision making and the measurement of results. “Gut” no longer makes the cut in driving strategy and budget decisions.

Our approach to research is simple. It must be insightful, actionable, easily communicated and measured. As the global research arm of Edelman, the world’s largest independent PR company firm, we understand that useful research informs action that engages, persuades and moves products, minds and media alike.

We call this Evidence Based Communications.

By fusing primary research and cutting edge media analytics, StrategyOne helps its clients hear the voice of the consumer and the voice of the media quickly, clearly and deeply.

As the President of StrategyOne, I am excited about three trends that drive how we do research.

Firstly – Trust is essential yet fragile in business as in life and trust must be continually earned.

As the researchers behind Edelman’s Trust Barometer, we understand how fragile public trust can be and how companies must build long term reputations and trusted relationships that are mutually beneficial to stakeholders, brands and society alike.

We help clients identify the credible actions and authentic messages needed to build these reputations and relationships. Throughout this site you will find evidence of the trust insights; thought leadership and targeted communications research that help companies achieve reputation and brand leadership while avoiding risks.

Secondly – Your world is complex and customized, there is no one size fits all research approach.

Our research recommendations and measurement tools are customized to client needs, brands and situations; they are not “off the shelf “solutions or tools made to fit.

Thirdly – Companies can no longer control the message. They have to go where the important conversations are happening and engage audiences to earn the respect needed to inform and persuade.

Today’s issues and conversations are moving faster than ever and we can help you understand who is saying what about your company or brand and how engage in those conversations.



Recent advances in media analytics allow StrategyOne analysts to monitor online conversations as easily as traditional media coverage, giving our clients the ability to track understand who is saying what about you both online and offline and how engage in those conversations.

Moreover, the ability to analyze thousands of stories and conversations and identify correlations, common sources and common themes has arrived, and Strategy One's proprietary analytics can now deliver unparalleled insights through highly visual graphics, reports and online dashboards.

In this time of change, what endures?

The answer is as simple as the times are complex - thoughtful people who listen first, think deeply and build creative, data-driven strategies.

I hope that you consider engaging with us so we can learn more about you and how our people in eight global offices can deliver the insights and measure the results that you deserve. Contact us soon.

Laurence Evans,
President