

Peace by Piece International: Mixed-Method Qualitative Research Amplifies a Great Cause

KNow helped Peace by Piece International identify marketing and communications opportunities to improve their go-to-market strategies and create more compelling messaging to gift purchasers and recipients



Business Challenge

How does a socially-conscious gift make employees feel and if/how does it influence their perception of their employer?

- Peace by Piece's mission is to transform corporate gifting by connecting companies with makers from underserved communities
- They came to KNow hoping to understand how a socially conscious gift impacts a recipient personally and professionally



Methods Used

A 4-phase approach with multiple audiences including a crucial interim alignment workshop

- We spoke with 2 audiences for 360-degree insights: corporate gift purchasers and gift recipients; speaking with purchasers first in 30-minute interviews
- After an interim workshop to align on initial learnings and refine the employee guides, we used our Booth® Insights methodology to connect with employees in both digital and in-person conversations.

Business Outcomes

Actionable feedback on messaging hierarchy and website improvements gave the brand the guidance it needed to rework marketing strategy and usability

- Peace by Piece's was traditionally WOM but the findings outlined opportunities to extend the reach of their message by:
- Hiring a marketing team member to shift their focus from operations to marketing and improve messaging
 - Taking steps to improve website by redesigning their landing page to emphasize their clear differentiated business model and provide a direct call to action

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Insights, delivered.

"I don't know what we would have done with quantitative research, but with qualitative research, I feel like we've got meat on the bones here to be able to really think through and action the responses."

Lauri Pastone, Founder and CEO of Peace by Piece

Case Study¹

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