

market research bulletin

SURVEY

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Chief of Operations
SOAPBOX SAMPLE

Motivation
Mindset

Evolutionary? or
revolutionary

INBOUND SURVEY PARTICIPANTS YOU DECIDE.

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**BRANDED COMMUNITIES
BRING CUSTOMER
FEEDBACK INTO THE
HEART OF
DECISION-MAKING**

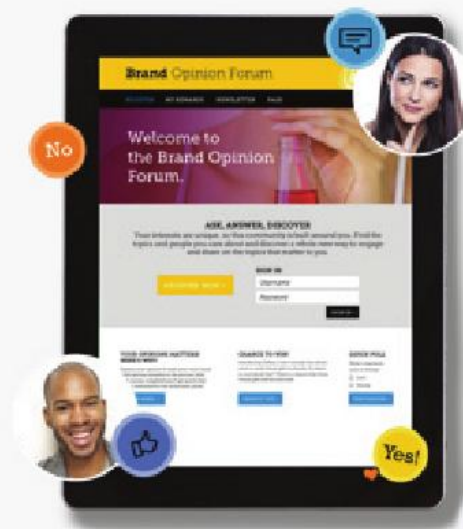


Capitalize on the art of listening to **Your Customers**



BRAND SUCCESS:

Success for brands today can be attributed to many things, be it the unique ability to take advantage of market trends, outwit a competitor or make smart decisions about how to best market their products. In all cases, brand success is best accomplished by getting into lockstep with customers and understanding their needs.



**BRANDED
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Today's environment is almost a marketer's dream come true. Consumers are more willing than ever to voice their opinions and do so using social media, customer surveys and more.



MARKETERS DREAM:

The abundance of information can be daunting, and in some cases, provide unwarranted weight to specific feedback.

Branded, or bespoke communities provide marketers with a unique opportunity to streamline the insight generation process and take advantage of consumers' willingness to provide feedback. In addition, they offer consumers a forum for participation and the ability to exchange in a three-way dialogue with like-minded consumers, and also with the brand directly.

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More insights = More success

ORGANIC EXPERIENCE: The experience for participants is organic, but for marketers, branded communities are a strategic tool that offers unrivalled depth and breadth of consumer feedback. Clients who are taking advantage of this emerging approach report that they conduct research more often and spend less on their research program overall, providing a significant return on investment and improved decision-making.



1 Communities are no longer static, they are accessible on the go via mobile devices and can power in-store evaluations. Ethnographic research using passive metering provides a more holistic consumer picture that can often shed light on previously unknown behaviors, and in some cases, consumer segments.

2 MORE INSIGHTS = MORE SUCCESS:

84% Brainstorm new ideas
76% gather feedback about product usage.
64% to better understand customer satisfaction, + key drivers
60% to research new product features
28% to further segment customers.

90% report that they will continue using branded communities
72% say they receive more insight than w/o communities
Almost 60% report using communities at least once/week.

SURVEY
tip

access to BIG(GER) data:

Branded community users have begun to dynamically profile members, and add numerous fields of information to their customers' records. This information includes survey response and participation as well as customer information, sales and social media.

In other cases, customers have logged advertising exposure (non-exposure) as well and used this to test advertising awareness and recall. Deep profiling helps to create richer insights and can power new segmentation schemes.

Data is key

The ability to incorporate more data into the insight-generation process has been a welcome addition to the market researcher's toolkit.



Moy Park:

Branded Communities Provide a Deeper Understanding Consumer Preference

Moy Park, one of the largest producers of organic chicken in Europe, wanted to better understand food preferences amongst buyers, without biasing them by exposing them to corporate branding – they needed a non-branded community. The information they needed to collect would be used with retailers who were carrying their products as well. Together, we launched a Food Thoughts community panel that allowed Moy Park to get to a deeper level of understanding from consumers, and this information is used for product marketing, development and more.



Transamerica:

Testing Marketing Communications to Optimize Results

The Transamerica Corporation is a private holding company for various life insurance companies and investment firms. Transamerica needed to gather feedback that would drive their marketing decisions.

Transamerica made the decision to seek a community provider at the end of 2014. They sought a partner that could provide a non-branded panel that was highly engaging, and launched the "Voice of Today's Consumer" community using Toluna's PanelPortal.



Discovery Channel Southeast Asia:

Testing Marketing Communications to Optimize Results

Discovery Channel in Southeast Asia uses their sizeable social presence to gain insight from a community embedded directly within the Facebook environment, allowing them recruit their fan base.

They recently ran a standard concept test study to test two new channel ideas – one for men called DMAX and one for women called Eve. They surveyed 500 per market, and concepts were tested through written description and video advertisements. Additional data was appended from the individuals' Facebook information.

The initial survey allowed them to segment their fans into a Target Audience and Potential watchers, and then they were able to overlay social media data. The data appears in four broad themes: demographics, activity, other "likes" and relationships (mainly influence). By overlaying key elements of respondents Facebook data Discovery Channel was able to further segment its audience to focus its resources where they would hit hardest.



Their marketing messages in both social and traditional media can now be targeted more accurately for greater impact.



By Julie Paul, SVP Online Communities, Toluna Group

Julie is a Senior Vice President, Branded/Bespoke Communities at Toluna. In her role, she is responsible for all aspects of Toluna's branded communities offering, and manages a global team responsible for more than 200 branded/bespoke communities globally. Prior to Toluna, Julie was responsible for the Interactive Custom Panel Division for Ipsos North America. In this piece, she'll give readers a sense of how branded communities work, the ROI they can provide, and more.

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