Sound Off

GENERATING RICH COMMUNITY INSIGHTS IN AN INSTANT
September 2014

SMX Sound Off: Sound bits (of advice) and bites (of research) from Ipsos SMX – Ipsos’ social media research division, dedicated to providing better ways to engage, interact and listen to consumers through collaborative, online communities and social intelligence, thus helping brands gain better insights to inspire and accelerate business growth.
We recently asked nearly 450 members of an Ipsos SMX community to tell us what best described their reasons for participating in online communities such as this one. We found that in addition to the rewards, the biggest drivers for participation were that people liked sharing their feedback and that it made them feel like their opinions mattered. Many cited positive feelings associated with connecting with other community members, and having the opportunity to impact products and brand decisions by providing their opinions. Additionally, at least 1 in 2 indicated they participated for the interesting and engaging topics or because it was simply fun.

**Why Do People Engage In Community?**

- 78% say they do so for the rewards
- 72% say they do so because they like sharing their feedback
- 70% say they do so because it makes them feel like their opinions matter
- 59% say they do so for the interesting and engaging topics
- 58% say they do so because it's fun

**SOUND OFF!**

- I really do enjoy sharing my ideas and thoughts... I feel everyone listens and pays attention to the feelings of the other members and we have wonderful moments that bond us... - autumnleaves (Age 45-54)
- ... I get the satisfaction of knowing that my opinion matters, that it is important, that it has an impact... When for example I see a new product at a store that we talked about, I feel empowered, contributing to the company in some way. - noemign (Age 25-34)
- In no way does it feel like a chore, it's actually fun! And if you earn rewards for doing something fun that doesn't take much time or effort that's just fabulous! - logansmommy0611 (Age 25-34)
- I feel more positive about brands that host communities because I feel like they really want to know their consumers and appreciate their ideas and opinions... - stef42678 (Age 35-44)
- ... the moderators and the members were very welcoming and guided me with great ease into the groove of things. I found the discussions to be engaging and needless to say - I always had something to say about the topics. - rohittailor (Age 45-54)
GOLDEN RULES OF COMMUNITY ENGAGEMENT

How can we take these lessons in community engagement and translate them into participation, depth of feedback and actionable insights for research? Ipsos SMX has developed a set of 10 simple rules for engaging consumers online that help to achieve these objectives. We believe that when consistently applied in combination with proven research methodologies and frameworks, they become a platform for innovation and creativity from which actionable insights can spring.

I love being a part of online communities because it lets me express my ideas, participate in fun activities and connect with others…

I feel more positive about brands that host communities because I feel like they really want to know their consumers and appreciate their ideas and opinions.

– stef42678 (Age 35-44)

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INSTANT COMMUNITY CASE STUDY: INSTANT CONSUMER FEEDBACK ON CAMPAIGN CREATIVE

Ipsos SMX leverages these engagement best practices in all of our communities, regardless of duration. With Instant Communities, we deliver in-depth insights to our client’s business questions in a matter of days, while providing access to our full community feature set from co-creation tools to surveys to live chats.

In a recent Instant Community executed for a skin care brand, we recruited, fielded and reported on how key campaign creative resonated with consumers in under a week. The report included in-depth feedback and actionable insights applying Ipsos’ campaign effectiveness framework.
PROJECT SUMMARY

BUSINESS CHALLENGE:
Our client was launching new campaign creative around a skin care product aimed at young women, and was seeking to understand how a key promotional video resonated with their target audience.

IPSOS SOLUTION:
We developed an Instant Community and fielded a survey and discussion for the target audience that coded responses against key dimensions of performance in our campaign effectiveness framework.

KEY LEARNING:
Consumer response showed the messaging was clear and extremely relevant to the target audience, but also revealed the need to strengthen brand linkage to the overall messaging for greater brand legitimacy.
PROCESS OVERVIEW

Using a custom recruit, teen girls within our client’s target were invited to participate in a 5-minute survey to share their opinions about the video.

After viewing the video and answering the survey questions, they were directed to the Instant Community to take part in an open discussion with other participants, and provide additional feedback.

2-DAY SET-UP
Set Up and Recruitment

2-DAY STUDY
Field study in 48 hours or less with real-time results

2-DAY REPORT
Full report 2 days after close

SURVEY + DISCUSSION
ENGAGEMENT TECHNIQUES

1. DEMONSTRATE VALUE AND IMPACT

We applied our community engagement best practices of creating a strong value proposition from the very first communication, and reiterating that the feedback we received would directly impact the brand's decisions about the video.

In this project you will be asked to watch an exclusive video and tell us what you think. Your opinion of the video will help the creators make the video better for you and your peers! You get to impact what others will see when it goes live! How cool is that?

2. BUILD RELATIONSHIPS

Additionally, we created a sense of shared purpose and camaraderie in the community discussion, encouraging members to be open, honest and share their feedback on others’ ideas.

Be detailed and give your honest feedback. Remember you are getting a chance to shape the final video, before it is seen all over the US by girls like you! There are NO wrong answers, and I am eager to hear your ideas. When you are finished, feel free to comment on other posts and give your feedback to their ideas!

3. RECOGNIZE AND REWARD

Finally, we provided respondents with a gift card to thank them for their participation.

And for your help, we will be sending you a $15 Amazon Gift Card.
IMPACT AND LEARNING

As a result, we generated in-depth feedback and strong response rates that were 3x higher than expected, and were able to provide actionable insights to our client to be directly applied to the final edit of the video and to future projects.

150 Survey Completes
100 Discussion Posts

Strong Response Rates

Number of discussion posts 3x higher than expected

“We were able to use the findings from this study and apply them to the final edit, and will also leverage them for our next video project. I will be keeping this research in mind for future projects.”

- Client Feedback
RESEARCH METHODOLOGY

Our analysis provided ways to improve the campaign prior to launching, specifically by looking at performance against the following key dimensions in Ipsos’ campaign effectiveness framework:

- **ENGAGEMENT**: Level of interest
- **DIFFERENTIATION**: Comparison to communication landscape
- **UNDERSTANDING**: Clarity of messaging
- **STRATEGIC FIT**: Effectiveness of direction targeted
- **BRAND LEGITIMACY**: Legitimacy of brand messaging
- **RELEVANCE**: Relationship to consumer’s real life/needs
HOW DOES AN INSTANT COMMUNITY WORK?

Multiple sources can be leveraged for recruiting members into an Instant Community. We will work with you to determine the best solution, and will manage the entire recruitment and set-up process from start to finish, utilizing proven best practices for targeted sample, high response rates and depth of feedback.
5 SOUND BITS OF ADVICE

1. People do not participate in online research communities simply for the rewards. Consistently demonstrating value and impact are key to keeping members engaged and active.

2. The opportunity to share feedback with others creates value for members of online communities. Foster a sense of common purpose, openness and camaraderie to encourage people to share.

3. Show people their opinions matter by building in this messaging from the very first communication, and reiterating it every step of the way, regardless of the duration of your community.

4. Keep it engaging by keeping it fun. Introduce topics in a creative and thought-provoking way to provide people with intrinsic motivation to participate.

5. Combine proven engagement techniques with proven research methodologies to translate high response rates and depth of feedback into actionable insights.
For more information, please visit www.IpsosSMX.com or contact:

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