

*A closer connection with your respondents*

# ONLINE INSIGHT COMMUNITY

As a researcher you understand that to gain rich information respondents need to be fully engaged with the research process. With that in mind The Digital Edge are forging new methodologies that are more in line with today's world of 'two-way dialogue', interactivity and consumer empowerment.

Our solution is the **Online Insight Community (OIC)**. These bespoke communities moderated by a Community Manager ensure that respondents are engaged in a Facebook-style environment.

With multi-media functionality and real-time responses the community provides an 'immersive' experience for the respondent.

We believe the OIC is the perfect complement to your existing research suite gaining 'added-value' from your respondents.

## FEATURES

- ((( Familiar 'Facebook-style' environment
- ((( Interactive threaded discussion forums
- ((( Multimedia functionality
- ((( Two way dialogue
- ((( Video/photo upload ability, blogging capabilities
- ((( Immersive interactive elements ensure an authentic relationship with your participants
- ((( Customisable to allow differing levels of interactivity

## BENEFITS

- ((( Richer insights as participants not only respond, but drive some of the flow
- ((( Real-time discussions
- ((( Ability for not only the moderator, but participant, to upload stimulus, such as videos and photographs
- ((( Clients can view the research process online in real-time as it unfolds
- ((( Quicker than many traditional forms of research
- ((( Cost-effective
- ((( A larger number of participants can be involved giving you more confidence in the results

## USES

- ((( Ethnography
- ((( Ad testing
- ((( Tactical projects
- ((( New product development
- ((( Packaging testing and rebranding testing

***Need to get closer to your customer?***

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	<b>Express Community</b>	<b>Standard Community</b>	<b>Advanced Community</b>
<b>Cost</b>	\$5,000-\$7,500	\$7,500-\$15,000	\$15,000+
<b>Benefits</b>	Fast turnaround Economical Ideal for pulse-testing, communication testing, packaging testing, ad. testing	Deeper insights due to multimedia, homework tasks etc Higher engagement with participants More organic conversations Ideal for ethno-style research	Deeper longitudinal related insights Starting point for on-going community group Ability to build brand advocates – advisory panel Ideal for deeper ethno-style studies
<b>Number of participants</b>	Up to 25	Up to 50	50 plus
<b>Duration of the community</b>	One-two days	One-two weeks	Two weeks plus
<b>Themes</b>	Up to 6	Up to 15	15 plus
<b>Client involvement</b>	No	Yes	Yes
<b>Advanced Functionality/ Multimedia</b>	No	Yes - limited	Yes – full functionality
<b>Users Post Questions</b>	No owner generated only, ie: highly focused discussion	Yes	Yes
<b>Moderation/ Community Management</b>	Half day moderation	Up to 1.5 days moderation	Over two days moderation
<b>Site Customisation</b>	None	Limited Logo, graphic only	Extensive customisation, including font changes Logos, extensive images
<b>Analysis and Reporting</b>	Topline insights Limited supportive verbatims	Extensive reporting More extensive verbatims	Full reporting and verbatims