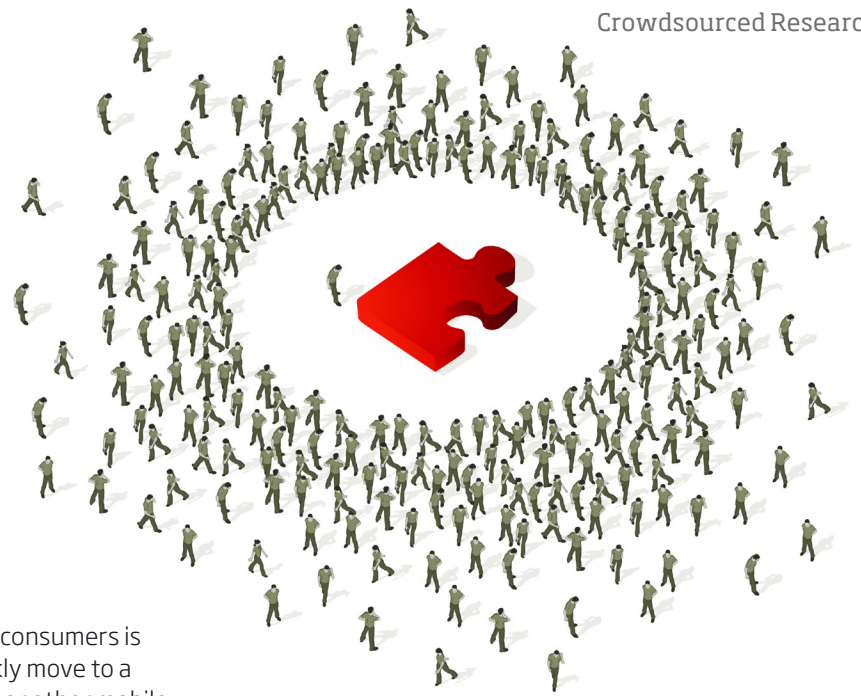


Power to the people.

Why you should invest in crowdsourced research.



Brands know that getting and staying connected to their consumers is a top priority as loyalty decreases as consumers can quickly move to a competitor brand with the click of a mouse, tap of an iPad or other mobile device.

Idea is helping brands connect and engage with consumer brand advocates through crowdsourcing research. We use an online on-demand network for participation, allowing us to conduct a variety of marketing research activities with consumer participants to understand both insight and influence.

We can in real-time assemble a "crowd" and then conduct research with them to ideate, test new product concepts, get their feedback and stay close to consumer trends and perceptions.

The crowds are made up of members who have signed up with their Facebook logins through a tool called Crowdtap or with existing brand communities on Facebook, Twitter, or CRM databases.

Benefits of Crowdsourced Research

Targeting

Structure your own crowd

Trendspotting

Identify new topics, competitive threats and general trends

Testing

Test content, design / creative, new ideas, usability

Engaging

Continue the interaction through the regular use of polls, discussions and feedback questions

Managing

Gather feedback quickly with an easy to use interface and agency support

Relevant Work

HP Customer Care

For a global support site serving 20M visitors a month, HP needed to keep a pulse on their customer satisfaction and overall perceptions of their support experience. Idea worked with the client to gather input via a crowd, created specifically for HP, based on their use of social media to obtain customer support, a competitive ranking and validation from the crowd on certain ideas and concepts. We were able to gather meaningful insights quickly and easily to support the strategic plans of the brand.

Major Oil & Gas Company

Idea assessed perceptions of a global oil and gas company via crowdsourcing research shortly after the BP oil spill as that event impacted not just BP but many of the companies in the industry. We helped them understand consumer awareness of environmental initiatives in the industry, brand preferences, information sources used by consumers and feedback on specific areas of concern.

KSBJ / NGEN Radio

For a local radio station trying to find new ways to communicate with their youthful target audience, Idea tested two logo concepts and two website concepts, as well as gathered reactions and preferences to help determine a direction for rebranding. We were also able to gather new demographic and behavioral data from listeners and potential listeners that were used to develop listener profiles for other marketing programs.

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