

VISIONCRITICAL®
**PANEL *
SUMMIT**

**Delivering 'Real' Research from
Community Panels**

Mike Stevens

MD Client Services, Vision Critical

Outline

1. Some principles
2. Some case studies
3. Some Q&A

engagement

innovation

respondent experience

do it **faster**

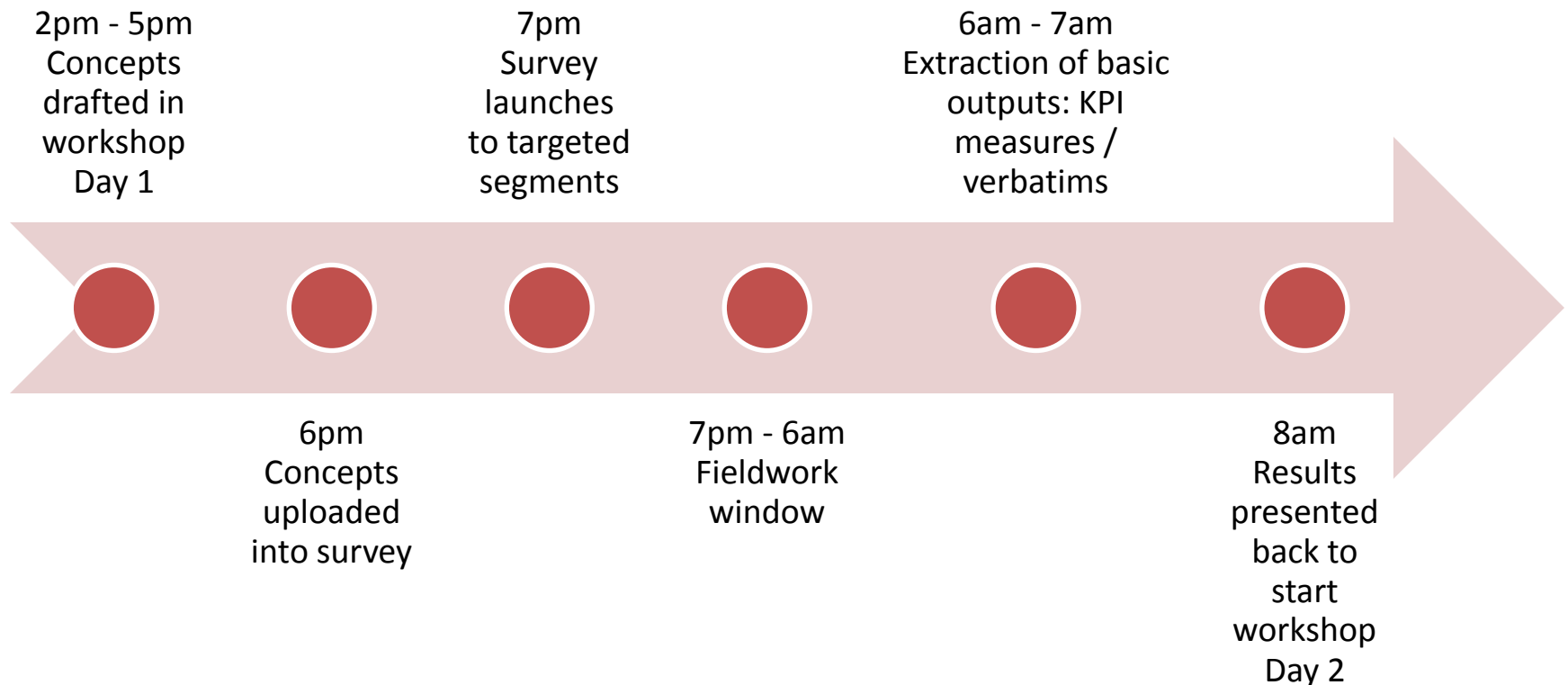
make it **leaner**

get **better** answers

**FASTER &
LEANER**

Rapid Concept Screening

Two-day innovation workshop with overnight quantitative screening of first draft ideas




FASTER & LEANER

Rapid Media Feedback

Here is a brief video. As you watch the clip please click on the words below that describe your feelings about it.

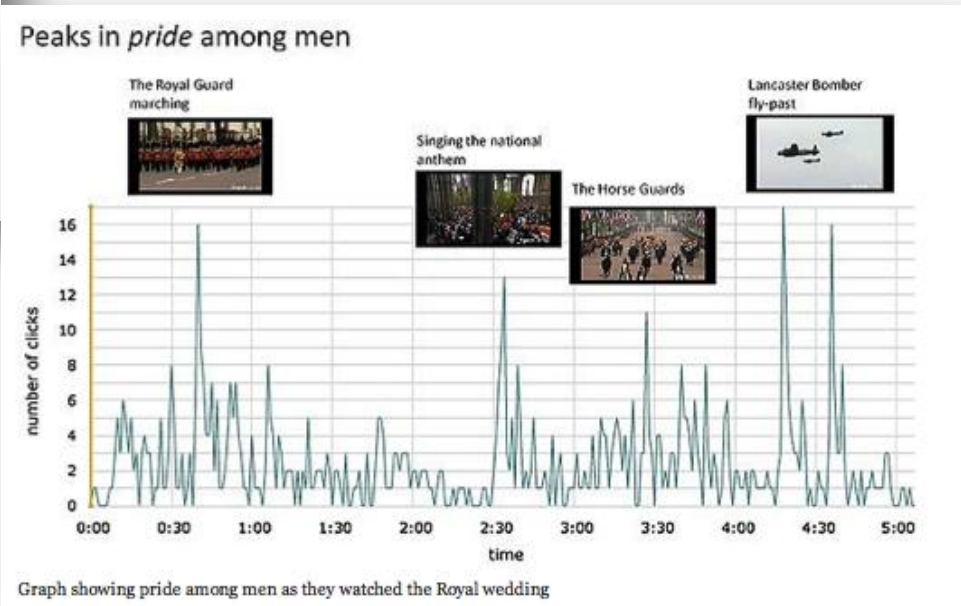
When you push a button the word will light up and then fade out over a few seconds. If you have that feeling again at another part of the clip, please push the button again.

We want to know how different parts of this clip make you feel, so please push the buttons as often as the content makes you feel something. This video contains audio. Please turn on your speakers or connect a headset before pressing play and make sure the volume is not muted.



Engaged	Happy
Annoyed	Bored
Excited	Interested
Curious	Custom Reaction 04
Confused	Amused

Tune Out

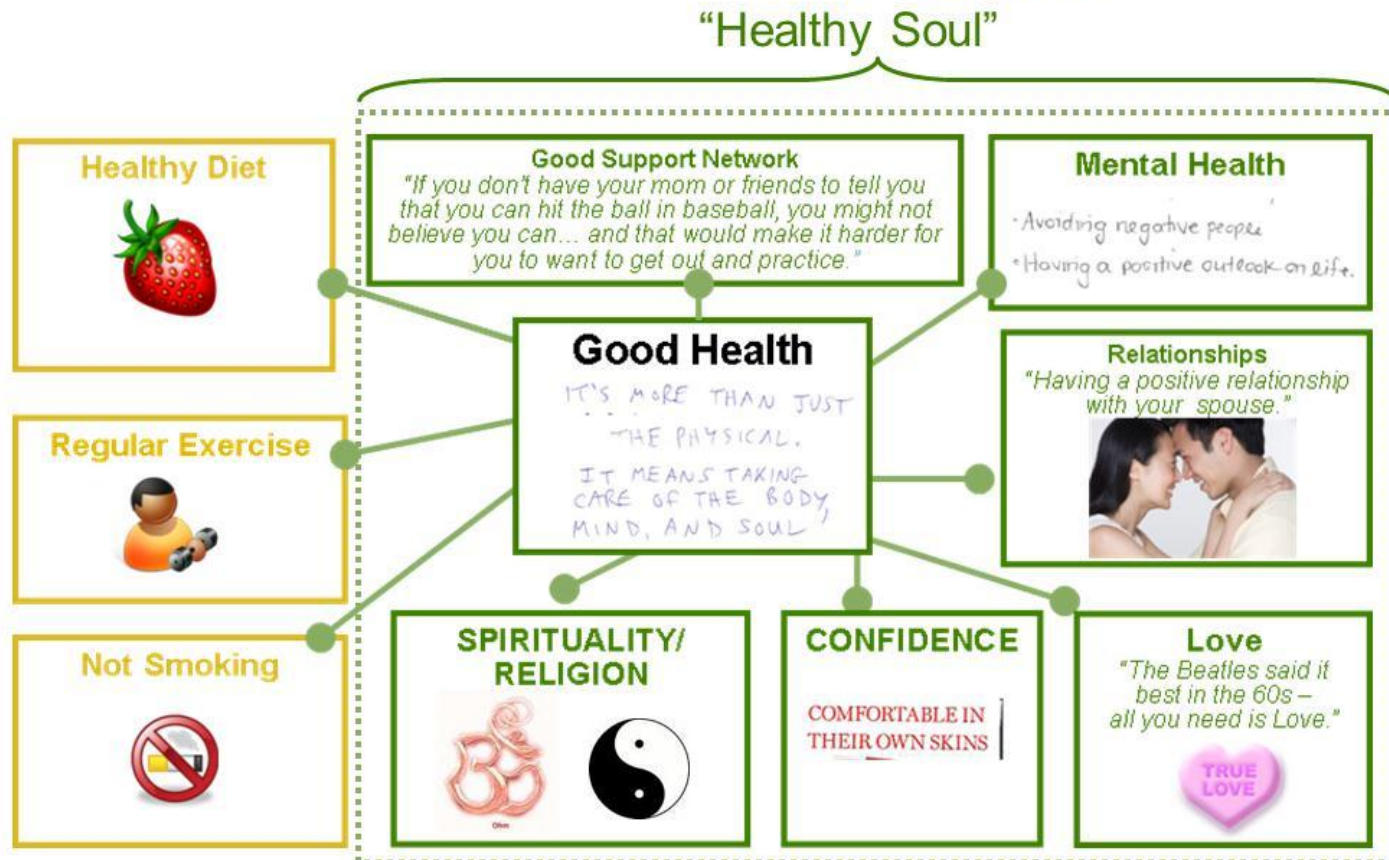


BETTER ANSWERS

Richer online qualitative approaches

Beyond standard forum discussions... exploring topics in-depth

“Healthy Living” to most is much more than healthy diet, regular exercise and not smoking.
A huge part of healthy living is having a “healthy soul”.



**BETTER
ANSWERS**

Richer online qualitative approaches

Photo and video uploads



*The inside of
your fridge*



*You and
your best
friend*



*You in
your
happy
place*



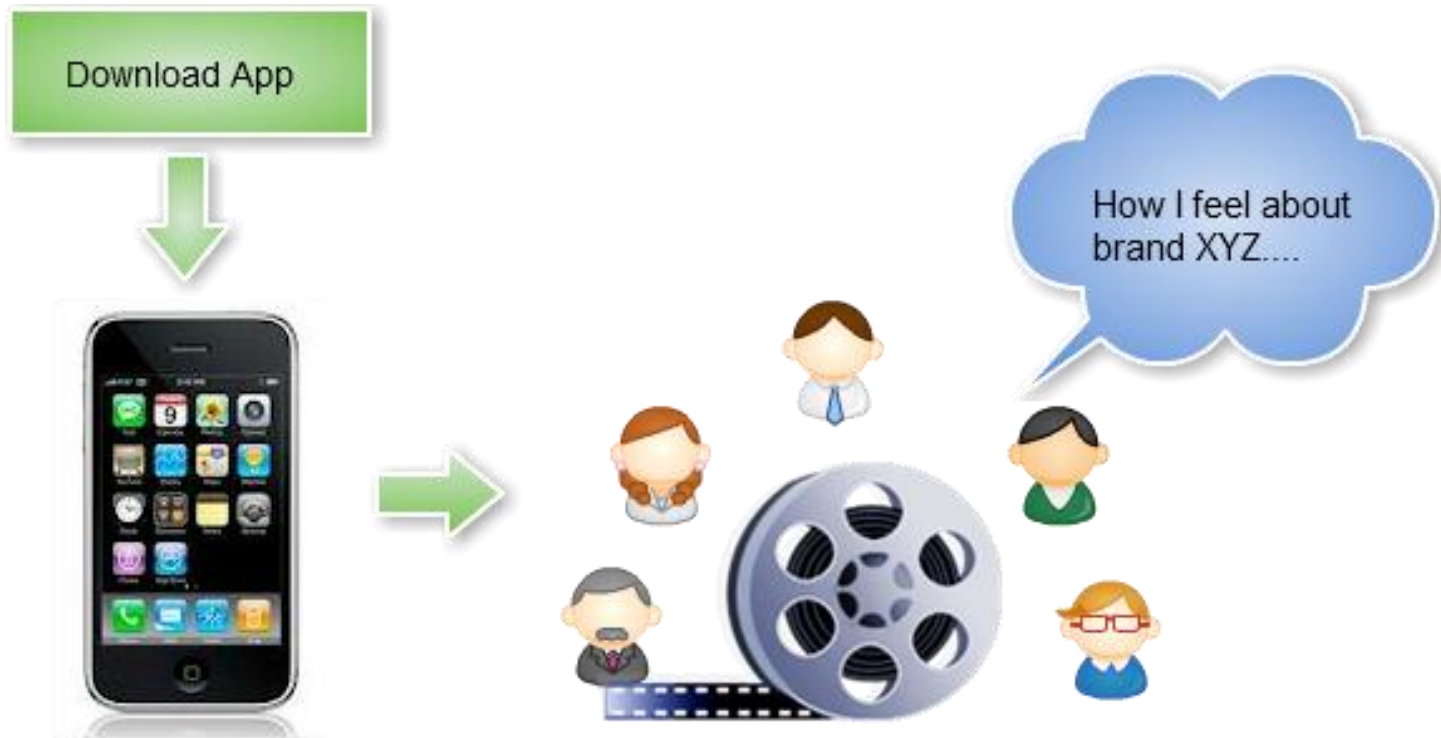
"Hi, my name is Carol.

*My special Radox memory is that one night I had a bath and my now **FIANCE** asked me to **MARRY** him. That fragrance now always reminds me of that night!"*

**BETTER
ANSWERS**

Richer online qualitative approaches

Mobile photo and video capture



**BETTER
ANSWERS**

Integrating offline qualitative work

Recruiting for focus groups and depths

Geographic clustering at recruitment

Ability to target very tight niches



Quant survey drill-down

Community talkability

Member retention tool

Engaging topics



**BETTER
ANSWERS**

Integrating offline qualitative work

Conducting video shop-a-long activities



Eleanor. Married, 2 young children; always buys dessert for meals and buys opt desserts as a treat / snack for self and husband



**BETTER
ANSWERS**


Integrating offline qualitative work

Staging customer closeness events

PLEASE JOIN US.

AFTER HOURS. THE LUXE SHOPPING EVENT.

THURSDAY EVENING, MAY 22, 2008, 7PM - 9PM












You and your guests are invited to an evening filled with refreshing summer style.
Discover and shop the modern safari-inspired Summer 2008 collection.
Enjoy live music, hors d'oeuvres and wine while you shop.
View more of the extraordinary safari photography of Andy Biggs.
Receive a special gift with purchase (while supplies last).

BETTER ANSWERS

Applying qual techniques to quant

Putting numbers to brand positioning

*If BRAND were a famous person, who would they be?
Please select one response only.*

 Oprah	 Shirley Temple	 Donald Trump	 Harrison Ford
 Harry Potter	 Lucille Ball	 Johnny Depp	 Bill Gates
 Jerry Seinfeld	 Tiger Woods	 Steven Spielberg	 Marilyn Monroe

*What attributes do you normally associate with...
Please drag each statement or picture to each category that applies.*

Good for you	Pure	Wholesome
Trustworthy		Makes you smile
Old fashioned		Healthy

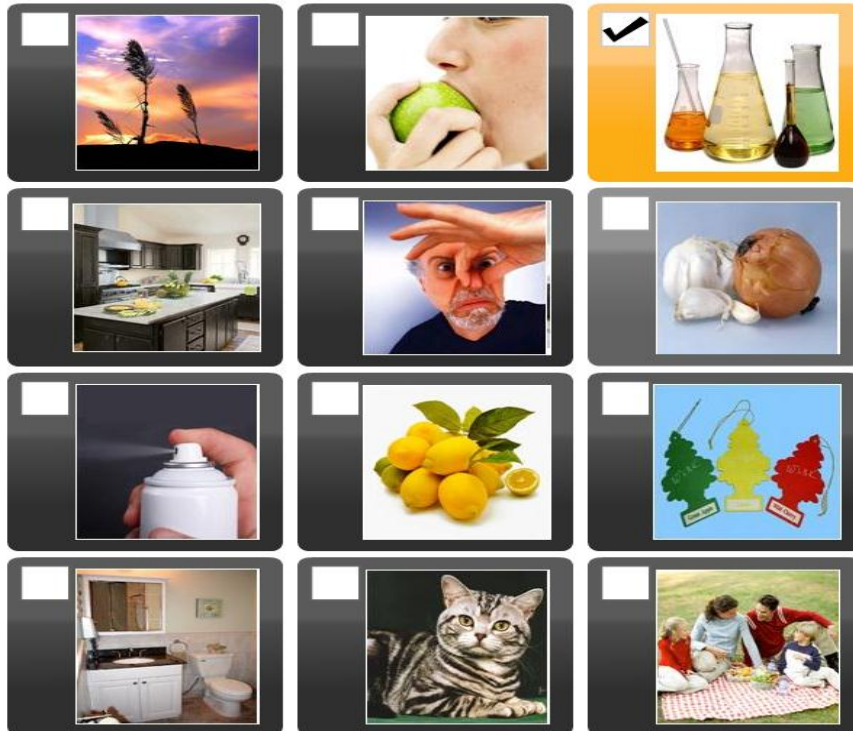
**BETTER
ANSWERS**

Applying qual techniques to quant

Using images for eliciting brand metaphors

What image comes to mind when you think of this new kitchen cleaning product?

You may select up to three responses.



BETTER ANSWERS

Applying qual techniques to quant

Linking highlighter tools and open end responses

What do you like about this?



Howe St. Hustler - VX200

MSRP: \$229.99

Shoe Description:

The industry's most popular running shoe returns in the form of the VX200. This updated model maintains the stable platform, cushioned ride, and exceptional fit that runners love. With minimal changes from the previous model, this shoe will continue to meet and exceed the expectations of millions of runners worldwide. (11.6 oz)

Features:

- * Impact Guidance System (IGS)--The IGS employs linked componentry that enhances the foot's natural gait from heel strike to toe-off.
- * Space Trusstic System--This midfoot stabilizer creates a pocket between the Trusstic System device and the midsole, allowing for controlled midsole deformation and more efficient foot function.
- * ComfortDry Sockliner--This sockliner provides cushioning performance and anti-microbial properties for a cooler, drier, healthier environment.
- * DuoMax Support System--A dual-density midsole system positioned to enhance support and stability, and positioned sport specifically.



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above ankle appear break color comfort conservative cost
creative element even ever extends feel feet have
kept like little make more most offer
packaged portable price product roads rocks seem
shoe slick slushy snow tackle that they them truly
unique very version vibram warm were when wonderful
worn would

So ... What have we learnt?

fast & lean \neq quick & dirty

So ... What have we learnt?

online can be offline too

So ... What have we learnt?

quant can be a lot more qual

any questions?

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**Social Media and its part in the
research mix**

Ray Poynter

Executive Vice President, Vision Critical, UK



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Community Panel Engagement

Kris Hartvigsen, Head Of Client Development