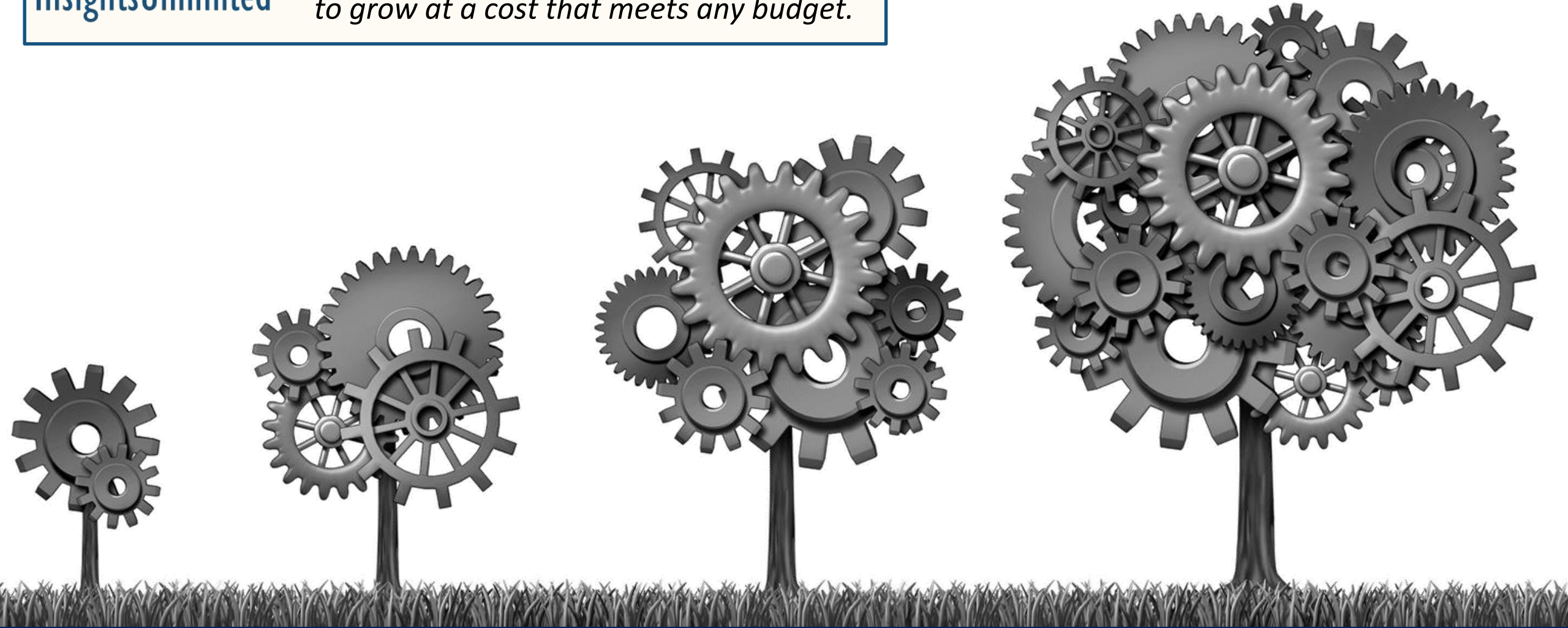




A program developed by Brand Crystal to provide brands with the research needed to grow at a cost that meets any budget.



What is InsightsUnlimited?

InsightsUnlimited is a holistic continuous program designed to respond instantly to research needs. A community for your category is developed, managed and always available for your research initiatives.

- Our team has extensive experience in developing and managing communities, conducting research studies and providing insights that help brands achieve their business goals.

InsightsUnlimited offers a cost efficient, fast and easy way to conduct research with first-rate member facing experience and quality participants.

- Once set-up, the community is always active and data can be obtained quickly.
- Flexibility in size, scope, and methodology (both quantitative and qualitative) and allows you to run projects simultaneously.
- Build readable base sizes in the community for key segments or subgroups.

Evaluate new products and marketing concepts or better understand category behavior and identify opportunities for growth.

- Obtain feedback from consumers who are familiar or use your brands or from the overall market (category users).

InsightsUnlimited Community Development

Timeline 7 to 9 Weeks



- Screener and profile questionnaire discussion.
- Review and confirm MROC name.
- URL attainment.

- Creative development.
- Development of content based on site name and focus.
- Screener and profile questionnaire finalized.

- Create point-based incentive program.
- Implementation of web pages (including text content of each page) into community portal, set up e-mail templates and registration links.
- You approve the look and feel of the MROC.

- Commence recruitment.

- Research activities begin!



Services after Community Launch

Community Management Services

- Set quality policies...
 - ✓ Research invitation frequency
 - ✓ Participation
- Assign incentive policy and tracking (point based).
- Manage member profiles.
- Manage email: outgoing/incoming communication.
- Manage all community activities.
- Manage sampling.



Research Insights Services

- Discuss qualitative and quantitative community research plans.
- Select the most appropriate research methodology and techniques.
- Design questionnaire based on research objectives.
- Program survey according to design.
- Moderation of bulletin boards/forums/online focus groups.
- Survey reporting: pull data file, create tabs/charts.
- Analysis with detailed finding, insights and recommendations.

You have unlimited access to your InsightsUnlimited community, leverage for all your research needs...

Research Activities

Quantitative Surveys

A range of quantitative studies including concept testing, optimization and advanced analytic studies (MaxDiff, Conjoints, etc.).

Deliverable: data file and report with detailed findings, executive summary and recommendations.

IHUTs/Video

Capture “in the moment” reactions in home or in store.

Create a visual storyboard from videos to understand consumer reactions.

Deliverable: data file and report with detailed findings, executive summary and recommendations.

Discussion Boards

Utilize moderated qualitative discussions to understand your target audience on a deeper level across a wide range of information needs.

Discussion could be set up for 1:1, entire community or sub-group.

Deliverable: Transcripts and report.

Polls

2-5 questions asked for fast turn insights, a quick read required during development or ideation on marketing, product or category perspective.

Deliverable: data file and analysis.

Community Forums

Attain unsolicited information from the community on what is happening in your market.

Allows a “listening” factor that traditional research doesn’t obtain.

Deliverable: Transcripts and report.



Your category community managed and always available for research

Online Community Research Activity List Options

Once the community is set-up, research studies are conducted at a much lower cost versus traditional methods. Community studies costs range from \$5,000 to \$10,000 while non-community studies costs can range from \$10,000 to \$25,000.

Several different annual packages can be developed and adjusted to meet your budget.

- **Option 1:** Set-up cost then pay for individual research activities as needed (polls, surveys, discussion board, etc.).
- **Option 2:** Set-up cost then create an annual activity list, for example...
 - ✓ 10 Polls
 - ✓ 20 Surveys
 - ✓ 4 Discussion boards
 - ✓ 1 Video ethnography
- **Option 3:** Set-up cost then unlimited research activities annually.





Pop-Up Communities

In addition to the “extended” online communities we also develop shorter term pop-up communities.

- Includes the same features and benefits of a standard online community but will run for a shorter time period (typically 2-4 weeks).
- Discussion threads are designed to align with the project objectives and the feedback is fast and detailed.

Who are we...

We have extensive experience in developing and managing communities, conducting research studies and providing insights that help brands achieve their business goals.

- Every study is managed and executed by senior staff, from questionnaire design through final presentation.
- We have provided growth strategies for many top brands across several categories.

We are strategic, creative, and practical thinkers who can help you achieve your brand's ambitions.

- We have learned what works and design a streamlined approach that is effective, cost efficient and provides the insights needed to grow a brand.

Thank you!

We consider ourselves partners who go the extra mile to get the business results you desire.



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