

popUP Communities from Harris Interactive

popUP Communities from Harris Interactive empower you to run flexible in-depth research, quickly and simply, amongst your desired audience, with maximum impact.

- **Extremely quick and simple:** taking a matter of hours to get up and running, we will take the pressure off by designing, managing and running the whole project for you
- **Holistic perspective:** tapping directly into our global panel provides any audience you'd like to speak to at the touch of a button
- **Truly Flexible:** Start Day 1 with one activity, and refine your research focus and activities as you go; add live chats, surveys, different audiences, follow up tasks whenever or however you like
- **Impactful Influence:** Democratise research by bringing real-time analytics to anyone around your business and truly bring the customer needs to life with image, video and real-time live chat

Harris PopUP Communities allow you to:

- ✓ Recruit to your community directly from our global panel
- ✓ Launch engaging live chats or surveys to your members
- ✓ Members can attribute their sentiment to comments
- ✓ You can immediately analyse by adding # tags and 'likes' to comments
- ✓ Review images or video stimulus
- ✓ Define your own timings, activities and involvement
- ✓ View results in real-time through our analytics platform
- ✓ Take the hassle out of demanding projects with our full service approach



Active Creativity: Case Study

Project Overview

- We ran a 4 day **popUP community** for a charity client
- We spoke to a fresh audience who were open to the charity, but not part of their existing full term community
- Each day we posted a few topics that ran the whole day
- We ran 2 x 1 hour live chat focus groups at lunchtime on two days
- We covered general behavioural topics and competitor reviews on the first 2 days. We then delved deeper into opinions around a new campaign idea. Over the days we were able to evolve and refine it
- The client was able to make instant decisions about the format and content of the campaign with stakeholders during the project, saving time and increasing the impact

2 hours to set up and same day launch

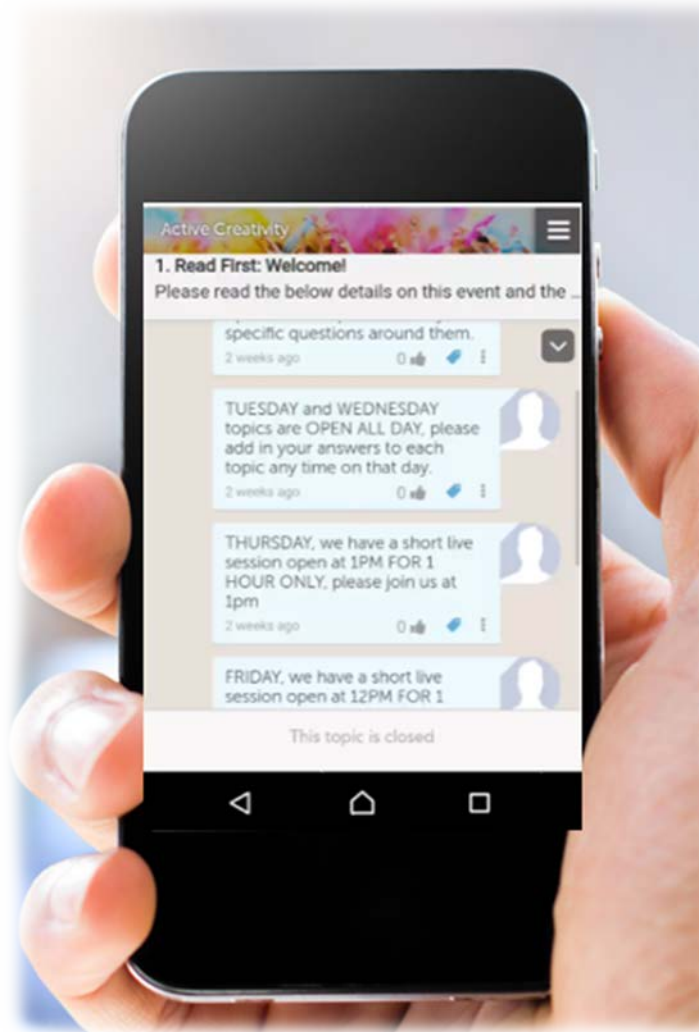
4 days the community was live

60 members joined the community

25-30 members took part in the day topics

10 members took part in the 1 hour live chats

20 topics run over the 4 days



Client benefits from the project:

The combination of tools: both the ongoing chats, live chat sessions and quant surveys

Gain **'top of mind' reactions** plus **deeper reflections** because of the mix of tools

Ease of use: the tool is really easy to use, people 'get it' straight away

Functionality: the ability to get unbranded and unbranded responses

Ongoing audience: the ability to build up a conversation over a few days and get to know the members

Flexible recruitment: the ability to recruit additional members if desired

Stakeholder engagement: the ability to involve stakeholders in the conversation, more efficient analysis and deliver insights in real-time

Flexibility of design: add topics or change the direction of the conversations easily

popUP Community Project - Client Testimonial

*“We partnered with Harris Interactive to gather market and customer insight to feed into new product concepts. We had some tight deadlines - **the speed at which the Harris team were able to turn the whole project around was phenomenal.**”*

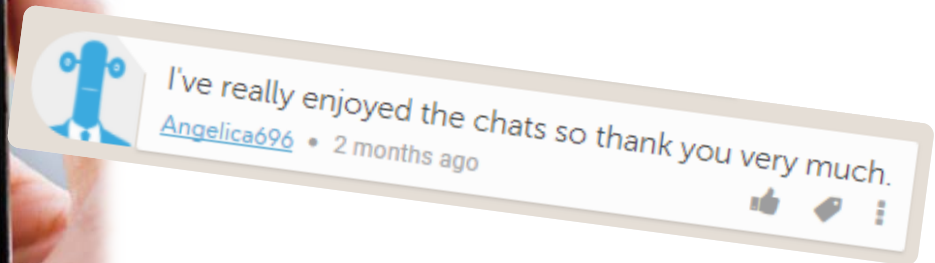
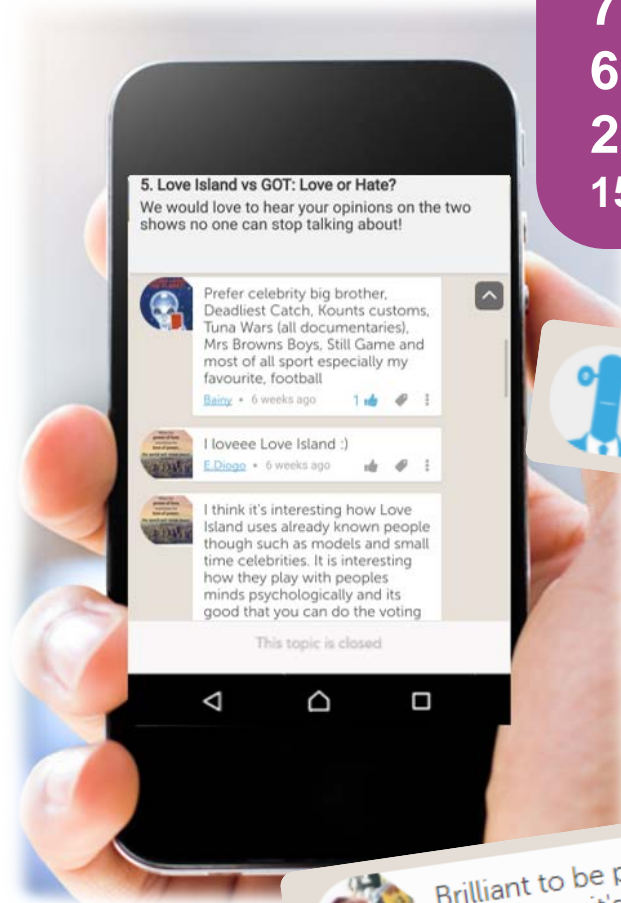
*They helped us pull together a survey, using their expertise in the topic to **advise us on language** and gave us access to their analytics tool as well as providing a write up. **The tool is straight forward to use and very powerful** – giving you the ability to cut the data how you need in a matter of seconds.*

The team were extremely flexible, we were testing and iterating concepts as we were going and they moderated the community really well to ensure we got the answers we need. The findings of the research gave us a clear direction for the products we were testing.”

Alice from SparksGrove
(working on behalf of a media client)



- 1 hour to run recruitment screener
- 2 hours to set up and same day launch
- 7 days the community was live
- 60 members joined the community
- 20+ members took part in the day topics
- 15-20 members took part in the 1 hour live chats



popUP communities

Food for Thought: Case Study

Project Overview

- We ran a 2 day **popUP community** for a telecoms client to review a potential new concept for them
- We ran an initial quant recruitment survey, and gathered people who frequently ate out
- Across the 2 days we have had a number of open topics (x4), and ran a live chat focus group for an hour
- We posted recap topics so those who missed the live chat were able to catch up
- The main findings helped guide our recommendations into the type of functionality the concept should include, as well as the identification of the crowded market for this type of offer. Further detailed discover sessions need to be completed before the concept can move forward

2 hours to set up and same day launch


2 days the community was live

40 members joined the community

20+ members took part in the day topics

15-20 members took part in the 1 hour live chat

 I really enjoyed this, thanks Isabel
[Jamathews1](#) • 4 weeks ago

 Thankyou for the live chat. It was very interesting
[Blackpool01](#) • 4 weeks ago

