

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



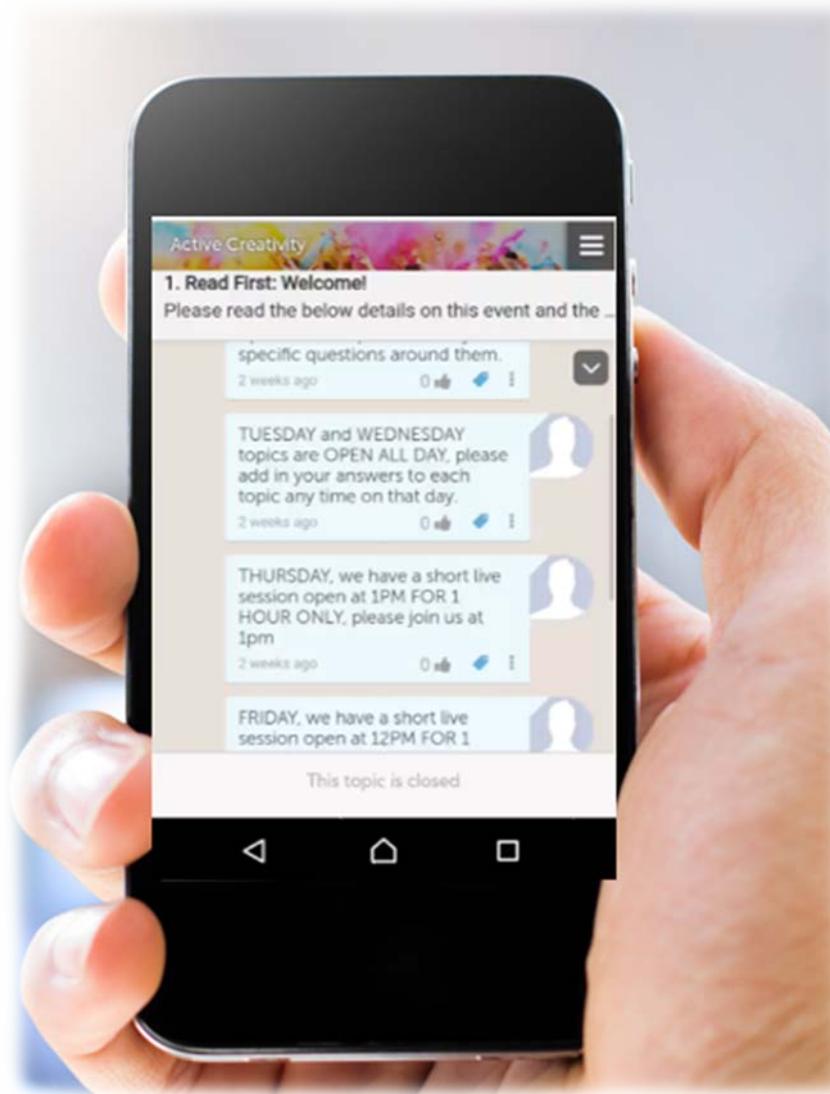
Active Creativity: Case Study

Project Overview:

- We ran a 4 day PopUP Community for a charity client
- 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 wanted to help the client discover and understand opinions around a new campaign idea to evolve and refine it

The Numbers

- 2 hours to set up
- 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

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

Functionality: the ability to get unbranded and unbiased 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