

# popUP communities

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

Integrating a mix of qualitative and quantitative understanding into decisions being made around your business is key to bringing a holistic view to all sorts of questions: sense checking through the ideation process, concept testing, product trials, task based UX testing, deep behavioural understanding, attitudes to ads or MarComs.



As an online qualitative solution, PopUp Communities offer specific benefits:

- Faster and lower cost recruitment of the target audience
- Ease and flexibility of multiphase/multi-method activities with the same people
- Seamless use of multimedia content
- Greater freedom of expression for members
- Easier interaction with and between participants and stakeholders
- Speedier and more efficient analysis of insights

## popUP communities

PopUP Communities from Harris Interactive allow you to launch projects within hours, designed and moderated by our research experts, tapping directly into our global panel and bringing you engaging output to share instantly with your key decision makers.

### Quick and Simple

Set up within hours means projects can start the same day, so you can truly PopUp qual. Faster than other online options.

### Holistic Perspective

Tapping directly into our global panel of 13m+ people you can talk to exactly who you want when you want for just a few days, weeks, or months.

### Truly Flexible

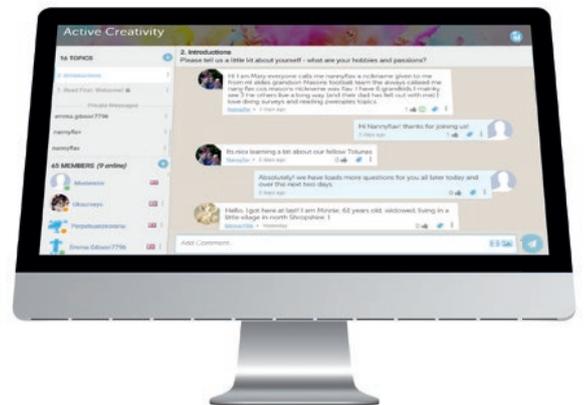
Start Day 1 with one activity, and refine your research focus and activities as you go; add live chats, unmoderated forums, surveys, different audiences, follow up tasks whenever or however you like.

### Impactful Influence

Democratise research by bringing real-time analytics and decision making 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 your community directly from our global panel from 50+ targeted criteria
- ✓ Launch engaging live chats or surveys to your members
- ✓ Define your own timings, activities and involvement
- ✓ Members can attribute their sentiment to comments
- ✓ Review images or video stimulus
- ✓ You can immediately analyse by adding # tags and 'likes' to comments
- ✓ View results in real-time through our analytics platform
- ✓ Take the hassle out of demanding projects with our full service approach



For further information please contact your usual account manager or call Sabrina Qureshi on the number below:

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