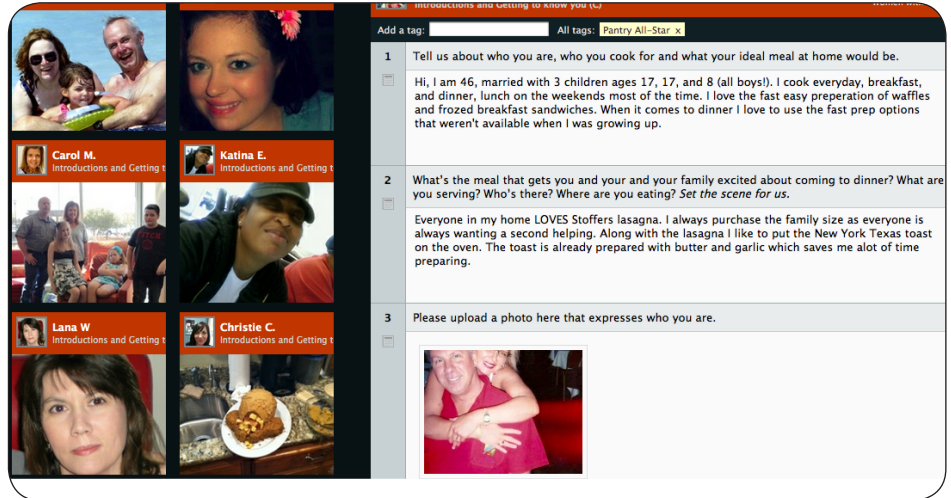


Amplify Your Qualitative Research With Pop-up Online Communities

Pop-up Online Communities combine the best of traditional and online qualitative methods. We recruit a precisely targeted group of 30-50 respondents to join an online “pop-up” community and functions much like popular social networking sites.

Respondents create a personal profile and complete daily activities that appear on their “wall” over the study’s duration – typically between three and five days.

We employ a wide range of activities, from basic group discussions and polling, to daily “journaling”, to deep dives into specific behaviors with supporting photo and video uploads. Respondents comment and build on each other’s responses, fostering a natural sense of community. This “best of all worlds” methodology allows us to tailor studies to each project’s unique objectives.



Sample “Getting to Know You” Activity

Precise Recruiting Yields Deeper Insights



We believe the quality of respondents drives the quality of insights generated. As a result, we start each study by identifying the precise demographic, attitudinal and behavioral characteristics that are important to each client’s business objectives. We vet potential respondents for fit and append qualified respondents’ screener data to their profiles so we can filter responses using study-specific criteria. This ensures the best insights emerge from the project repository of photos, videos and text.

Customizable Control of Respondent Interactions



We create “micro” communities to encourage more spontaneous and natural interaction among similar participants. This makes it easier to observe key differences and uncover strategic insights. We also determine which activities remain private (i.e., between respondent and moderator only) and which are viewable by other respondents. Our approach combines the intimacy of traditional ethnographies with the interaction of focus groups.

Actionable Insights Through Projective Techniques



In addition to asking respondents to tell us about themselves, we create fictitious characters and situations, and ask them to advise these characters. For example, in one exercise we introduced respondents to Pam, a busy mom who wants to eat healthy, but often struggles to find dishes to prepare with her limited time and budget. By having respondents share how they would help someone like them accomplish a task or overcome an obstacle, community members rally around a common goal and approaching the problem from a common context.

Insights-Focused Analysis and Reporting



Traditional ethnography generates hours of video clips and piles of photos which can be daunting to watch and distill. In contrast, Pop-up Online Communities allow us to hone in quickly on the actionable insights our clients really seek. Our “all hands on deck” approach allows us to act quickly to analyze the data and deliver specific, strategic insights once a study is out of field. Our reports combine key insights supported by selected research participant “artifacts”.



The Richness of Ethnographies at the Speed of Focus Groups

Our hands-on approach to every step of the process – from recruiting to moderating to analysis – makes our Pop-up Online Communities a great alternative for clients who want to go deeper than focus groups, but don’t have the time or budget for ethnographies. From project approval to report delivery, we execute Pop-up Online Community-based research in five weeks, making them faster and more cost- and time-effective than traditional ethnographies, while offering much richer insights than focus groups.

	Focus Groups	Pop-up Online Communities	Traditional Ethnographies
Timing (Recruiting to Report)	4 weeks	5 weeks	2-3 Months+
Number of Respondents	30-50	30-50	20 or less
Ability to Mix Private and Shared Activities?	No	Yes	No
Ability to Share Rich Media? (Photos, Videos, etc.)	No	Yes	Yes
Degree of Respondent Interaction/Collaboration	Some	Customizable by activity – no interaction to high interaction	None
Ability to Incorporate Screener Data Real Time?	No	Yes	No
Accommodates Observers?	Limited	Yes - with real-time follow-up probing	No

When to Use Pop-up Online Communities

We have deployed this and other qualitative methodologies successfully across a range of industries – from fashion and retail, to food and spirits, to health care and technology. Pop-up Online Communities are particularly well-suited for product development and innovation, as well as exploratory “deep dives” into customer pain points and needs.

We encourage client involvement in the community itself, allowing for observation of the conversation as it happens. We conduct daily debriefs while studies are in-field to allow for more iterative learning and to aid in tailoring subsequent activities for maximum actionability.



Fashion Retail



Food and Spirits



Healthcare



Technology

About Brand Amplitude

Brand Amplitude is an insights-based brand strategy consulting firm serving consumer, B2B, and non-profit clients since 2002. Our mission is to help companies grow their businesses and increase their brand equity by better understanding customers. Carol Phillips and Judy Hopelain, experienced marketing practitioners and industry thought leaders, lead client relationships.

Please contact us to learn more about how to leverage Pop-up Online Communities for your organization.