



Social Communities



Social communities includes TNS' online qualitative (Incubator) and online community toolkit. It adds value to current qualitative methods by giving a new perspective through virtual closeness, dynamic conversation and creativity, and enables us to get a more well rounded, in depth understanding of consumer behaviour.

Business issues addressed

- **Incubator Dialogue** - Addresses a wide range of focused topics by connecting with a small group of people via online discussion forums, over a short period of time.
- **Incubator Deep Dive** - Understanding fundamental consumer behaviour, needs and challenges via individual blogs and moderator interaction.
- **Incubator Co-creation** - Source a range of consumer generated ideas through a multi-phased iterative process utilizing discussion forums, ideation activities and other events
- **Online research communities** - Facilitates an ongoing dialogue, close collaboration and co-creation with a large group of consumers over a longer period of time, for improving clients' offerings and understanding of consumers' behaviour.

Client case

Test users could share all their (first) impressions, opinions, movies, pictures and experiences on washing with Ariel Excel Gel. The community delivered valuable input for marketing strategy as well as captured and helped resolve issues before launch



Client benefits

- Richness & depth of information
- Iterative / evolving research design
- Uninhibited participation
- Observation & engagement for stakeholders
- Greater convenience for participants
- Geographic coverage

Availability

Globally available

Local language can be implemented upon request.

Current focus: develop applications / cases across AoEs

| | Innovation & Product Development | Brand & Comms | Shopper Insight | Stakeholder Management | Qualitative |
|----------|----------------------------------|---------------|-----------------|------------------------|-------------|
| Discover | ✓ | ✓ | ✓ | ✓ | ✓ |
| Develop | ✓ | ✓ | ✓ | ✓ | ✓ |
| Deliver | ✓ | ✓ | ✓ | ✓ | ✓ |



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