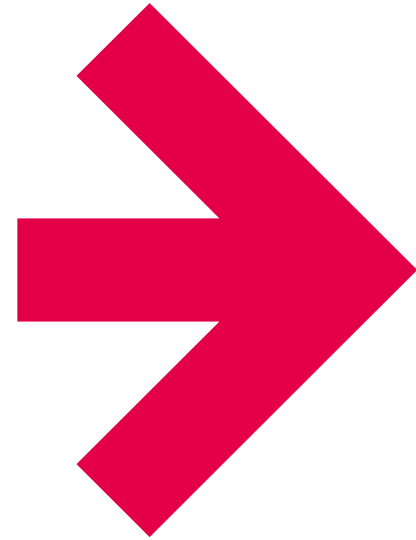


Market Research

Branded Community



6

Six-week deadline

Challenge

Royal Mail approached Marketing Communications agency, Brass, to develop a “new, exciting and engaging way to interact with customers to help the business move forward”.

Brass was given a finite budget and a six-week lead-time to deliver results.

Brass knew it wanted to create an online community but didn't have the time or budget to build a new technical solution.

48

Results in 48 hours

Solution

In addition to owning the world's largest online market research panel, Toluna is a leading provider of online panel technology. Using its Communities solution, Toluna built the 'Royal Mail Opinion Forum' to Brass' specification.

Toluna Communities enabled Brass to manage the entire creation, management and data collection process through a fully integrated and intuitive interface.

Two separate web portals were created –for business and personal customers – along with separate discussion zones based on business size and sector. A multifunctional agency-client team was established, and a research program planned.

500

Survey respondents

Impact

Royal Mail now has direct access to customer feedback on both the business and consumer side.

Toluna was able to produce more data for lower costs. Toluna Communities resulted in 300-500 completed online survey interviews in less than 48 hours.

The survey response rates were ~50-70%, significantly higher than traditional surveys.

The return on investment is significant, outperforming equivalent Face-to-Face and ad hoc methods by a factor of 2:1.



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