



## ruby cha cha knows online communities

In a world where social media continues to rise, traditional market research methods are not always the best way to get in-depth information from consumers. To overcome this, ruby cha cha is having great success with online communities – we know how to use them, but also when it is appropriate to use them, to gain deep consumer insights.

### 1. We think, not count

There are experts who already provide the technology and infrastructure required to host an online community. There are also people who provide analytic tools and counts, for the sheer volume of data. We do neither of these things

What we offer is the thinking. When we run a community, we utilize creative techniques that maximize engagement, so we have the best quality data to analyse. Yes, there will be a lot of data, but we thrive on that, using traditional qualitative analytics to provide richer insights for our clients.

### 2. What are the benefits for you?

- 1. Maximize consumer engagement:** Through skilled moderation and carefully planned tasks, a sense of community is achieved, which leads to highly involved participants who fully embrace the project and provide detailed and well thought out responses.
- 2. Deep consumer insights:** A level of understanding about your customers that has previously not been possible. By ensuring engagement, we end up with a rich understanding of consumer language, imagery and metaphors that are seldom achieved in other methodologies, in a cost and time - effective manner.
- 3. Real time capture:** Rather than relying on consumers to remember and recall events at a later date, mobile technology used in communities allows us to get feedback immediately. This could include getting feedback at the moment of purchase, recalling conversations with friends or ads they have seen.

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### 3. When online communities work best

#### IN ADDITION TO EXPLORATORY QUALITATIVE STUDIES, WE FEEL COMMUNITIES WORK WELL IN THE FOLLOWING AREAS

##### **New Product Development:**

With online communities you can get ongoing feedback, and co-creation of on ideas as you continue to develop and update them.

##### **Sensitive areas:**

The fact that a typical community runs for at least a week gives respondents a lot of time to warm up and open up far more than they would in a typical group. In addition, not having to speak face to face also helps. Areas we have done communities included digestive health, weight management amongst females and menopause.

##### **Developing stimulus for future stages:**

We find communities particularly useful for finding the language and imagery that consumers use, which helps us build effective and appropriate stimulus moving forward with the project.

### 4. Our experience

Ruby cha cha has successfully introduced online communities to a number of local and global clients including Kellogg's, Kimberly-Clark, Briggs and Stratton and Fonterra

*"Our recent global project with Ruby Cha Cha has been a revelation for Kellogg Insights and Planning and Brand Teams across the world. In the first global Kellogg study of this nature we found through using the very cost efficient online community panels across 4 out of our key markets we achieved a wealth of not just learning but real insight on what is an incredibly challenging area. I truly believe in the age of social media Online Community Panels are the 'focus group' of the 21st century. The ability (with a skilled and trusted moderator) to have honest 'warts and all conversations', provide shared experiences and access real feelings and emotions is something that has been lost to more traditional qual for some time now. Online panels work very well as a key input to create and develop insights which are then best explored and crafted further through more traditional research"*

##### **MEGAN CARCANO**

Associate Director Global Insights and Planning at Kellogg

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