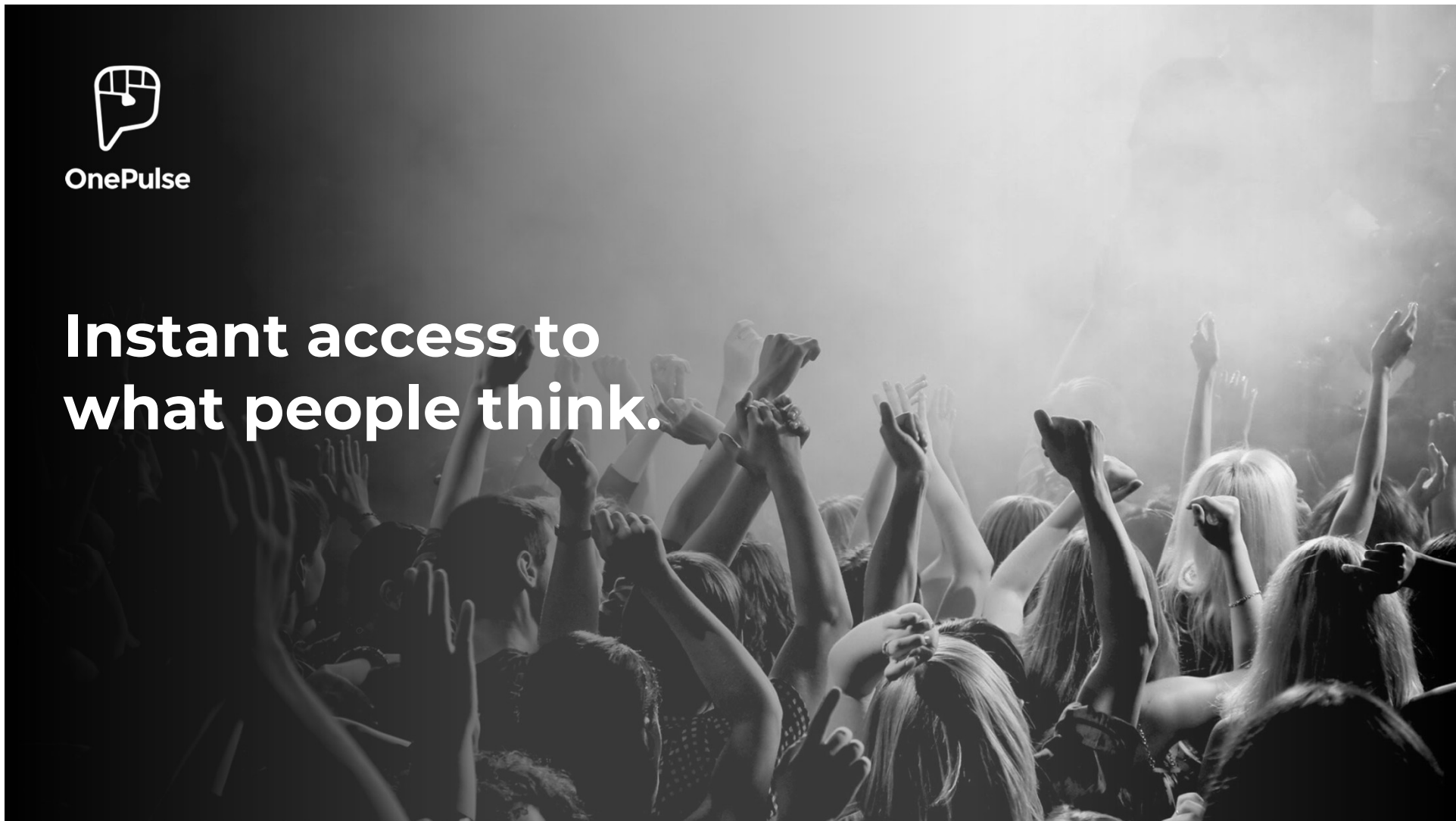




OnePulse

**Instant access to  
what people think.**



# Companies using OnePulse

**FOX**



**Southern  
Water**

SAATCHI  
&  
SAATCHI

**monzo**

TOPSHOP

ZenithOptimedia  
The ROI Agency

**Google**

*Coca-Cola*

**TESCO**

**BARCLAYS**



BBH

**AVIVA**

**KFC**  
sogood

**M&S**  
EST. 1884

**PROPERCORN**  
POPCORN DONE PROPERLY

*Leo Burnett*



**BRITISH  
AIRWAYS**



**Heineken**

Starcom  
Mediavest  
Group

*agilvy*

**DigitasLBi**



# **USE CASES & CASE STUDIES**

**NPD**

# New offering & product testing



Household Income  
£150,000+

Age  
21-24 25-34 35-44 45-54 55-64 65+

Gender  
Male Female

Thinking about valuables in your home (jewellery, tech, antiques) how do you protect them from theft? Select all that apply:

I have a burglar alarm

I have CCTV

I have smart devices (digital cameras, interactive doorbells)

Approved

Trackers

I pay for

I apply sr

None of t

Minimum val

1

0

On a scale of 0-5 where 0 is very unlikely and 5 is very likely, how likely would you be to use a product where you apply a smart liquid to your valuables so they can be traced back to you?

Apply the liquid to my belongings

Put stickers in my windows to deter thieves

Post on social media that I have the product

Tell friends and family

Do none of these

Add another option

Homeowner status  
I own my home I rent my home

Employment status  
Employed Retired

Age  
18-20 21-24 45-54 55-64

Gender  
Male Female

Which of the following home emergencies are you most worried about? Rank them in order of importance

Boiler failing

Your la

Water

Pest p

Damag

I have

No ele

Add an

I'd use

I have

Other

Add a

Home Emergency Cover will cover you for all of the previous scenarios up to £1,000 per emergency - how much would you be willing to pay for this protection?

I wouldn't pay for it - it's not worth it

Less than £10 a year

Between £10 - £30 a year

Between £31 - £50 a year

Over £50 a year - it's worth every penny

Add another option

Homeowner status  
I own my home I rent my home

Employment status  
Employed Retired

Age  
18-20 21-24 45-54 55-64

Gender  
Male Female

What do you expect a Family Legal Protection product to cover you for, as a minimum? Pick 3 from the list

Personal Injury

24/7 Legal advice helpline

Social

Tenan

Schoo

Will w

Identit

I don't

Minimum

3

I'd s

I'd s

I'd s

I'd t

I'd s

I'd s

Family Legal Protection will cover costs and expenses for pursuit or defence of legal disputes - how much would you be willing to pay for this protection?

I wouldn't pay for it - it isn't worth it

Less than £10 a year

Between £10-£30 a year

Between £31-£50 a year

Over £50 a year - it's worth every penny

Add another option

# I need to test product concepts and decide on a route.

**Problem:** Researchers at Google had a variety of potential features to test in a short amount of time.

**Solution:** The team used OnePulse to speak to their target market and test 6 concepts in a couple days.

**Outcome:** Google decided on 2 routes to pursue. By enabling comments in their Pulses, they were also able to learn more about their customers pain points.

6 Pulses

400  
responses  
per Pulse

10 minutes  
per Pulse



# I need to understand if a new product is viable.

**Problem:** Marketeers at Propercorn were unsure which kind of new popcorn their customer segment wanted to try next.

**Solution:** The team tested flavour profiles with healthy snackers on OnePulse.

**Outcome:** Propercorn whittled down flavour profiles to a few choice options and created a new product that's flying off shelves.

**3 Pulses**

**500  
Responses  
per Pulse**

**15 minutes  
per Pulse**



# **I need data, quickly, to make our innovation and development processes more agile.**

**Problem:** Muller needed a way to speak to consumers and customers to gather feedback

**Solution:** OnePulse was used as core to development and innovation processes, letting no idea go untested

**Outcome:** Muller used OnePulse in understanding purchase motivations and barriers to purchase, idea testing, finding optimal product benefits and claims, and marketing optimisation messaging

**Multiple  
Pulses per  
week**





# **SOURCE FOCUS GROUP**

# “I need to source a focus group.”

Researchers at an agency needed to source a niche group of homeowners for a qualitative research project.



10

People sourced



## QUESTION

How can I access people who have bought a house in the last 6 months without the normal amount of time we need?

Q1

“The focus group will run for about a week, with around ten women involved. It'll consist of just a few casual questions a day, for you to answer when's convenient. Would you like to be involved?”



## SOLUTION

The agency asked relevant homeowners to opt-in to a focus group via OnePulse.

Q2

“Are you available for 45 mins in central London on \_\_\_\_?”



## OUTCOME

Researchers were able to recruit 10 participants for their focus group, significantly under budget, managing the process from beginning to end.

Q3

“Please leave your email in the box below and we'll contact you to get involved.”



# “I need to source an online focus group.”

Strategists at an innovation agency needed to provide their client with new insights to inform launch materials for a new hair dye. They wanted to show their client that gathering rich qualitative insights can be done more effectively without blowing allocated budgets.



15

People sourced



## SOLUTION

The team isolated a group of women who said they dyed their hair at home and then asked them if they wanted to take part in a casual focus group via WhatsApp.



## OUTCOME

With over 100 people to choose from who opted in, the team recruited 15 participants for their focus group, significantly under budget, managing the process from beginning to end. Each day, strategists dipped in and out of the group, moderating discussion between the 15 participants.

## INTRO

“Hello! Earlier you told us that you dye your hair at home. Thank you for taking part! We wanted to see if we could speak to you a little further. We'll be running a casual focus group via WhatsApp. For your time, we'd provide you with a £30 Amazon voucher. Tap ahead to find out more...”

Q1

“The focus group will run for about a week, with around ten women involved. It'll consist of just a few casual questions a day, for you to answer when's convenient. Would you like to be involved?”

Q2

“Thanks! Last thing... please could you provide your email address? If selected, we'll be in touch soon. If you don't hear within 48 hours, we unfortunately haven't been able to include you this time.”



**AD/creative TEST**

## “I need to run an A/B test on creative.”

Category managers at a food & beverage company needed to test 2 pieces of creative with 2 distinct groups of people within the same demographic.



**1500**

responses  
Including comments



### QUESTION

Which creative campaign does our target demographic associate most with our existing branding?



“Which food brand springs to mind when you see the above image?”



**60**

mins



### SOLUTION

The team asked their account manager to exclude previous respondents (from the same demographic) for a follow up Pulse.



“Which words do you associate with the campaign above?”



### OUTCOME

The team was able to make a decision on campaign creative.



“Agree or disagree? ‘This campaign makes sense when I think about \_\_\_\_\_ brand’.”



# “I need to validate a piece of creative.”

Brand managers wanted to make sure that a new piece of creative their agency produced was in line with their core strategy.



**1000**

responses  
Including comments



## QUESTION

Does the new ad make consumers within our target audience view the brand as fun and energetic?



Q1

“Please watch the video above. Which of the following words would you associate with it?”



**30**

mins



## SOLUTION

An account manager sent out a Pulse to the brand's target audience to validate their direction.



Q2

“Complete the sentence: ‘This ad feels more \_\_\_\_\_ than other food adverts.’”



## OUTCOME

The client was keen to continue with the account team's concept.



Q3

“Overall, does this advert change your perception of \_\_\_\_\_?”



# “I need to optimise my creative.”

The content manager at a well-known media publisher wanted to optimise creative content featured in a few of their publications.



**1000**  
responses  
Including comments



**QUESTION**  
Will readers find the creative used in this article engaging, or will they be put off?



**Q1**  
“Which words do you associate with the above image?”



**30**  
mins



**SOLUTION**  
The brand used OnePulse to test a few different images to get emotional reactions to them.



**Q2**  
“In your own words, how would you describe the image above?”



**OUTCOME**  
The brand was able to get a direction on which images to use for this article and further solidify hypotheses on their target audience.



**Q3**  
“Which image do you associate most with the word ‘fun’?”



# “I need to test a storyboard.”

Strategists at a creative agency needed to ensure their ad campaign sat well with their target audience before moving to final production.



**1000**  
responses  
Including comments



**QUESTION**  
Is this the correct direction to take our ad? What is not working that we can change?



**Q1**  
“Which of the following messages is most applicable to the ad?”



**30**  
mins



**SOLUTION**  
The agency provided a link to the animatic allowing respondents in their target group to provide feedback in the moment.



**Q2**  
“In your own words, what is the ad’s main message?”



**OUTCOME**  
The team was able to quickly and cost-effectively identify areas where the ad’s message was not properly coming across and change tact before committing more budget.



**Q3**  
“How relevant would you say this ad is to you?”







Household Income

£50,000 - £59,999  
£70,000 - £79,999  
£40,000 - £49,999  
£60,000 - £69,999

Age

35-44 45-54 55-64

Gender

Male Female

A

B

In your opinion, which set of creative makes Citroën a more desirable brand?

Creative A (top line)

Creative B (bottom line)

Add another option

🔍 📄 📊 📈 📉 📌 📍 📎 📏 📐 📑 📒 📓 📔 📕 📖 📗 📘 📙 📚 📛 📜 📝 📞 📟 📠 📡 📢 📣 📤 📥 📦 📧 📨 📩 📪 📫 📬 📭 📮 📯 📰 📱 📲 📳 📴 📵 📶 📷 📸 📹 📺 📻 📼 📽 📾 📿

A

B

In your opinion, which set of creative positions Citroën as an aspirational French brand?

Creative A (top line)

Creative B (bottom line)

Add another option

🔍 📄 📊 📈 📉 📌 📍 📎 📏 📐 📑 📒 📓 📔 📕 📖 📗 📘 📙 📚 📛 📜 📝 📞 📟 📠 📡 📢 📣 📤 📥 📦 📧 📨 📩 📪 📫 📬 📭 📮 📯 📰 📱 📲 📳 📴 📵 📶 📷 📸 📹 📺 📻 📼 📽 📾 📿

A

B

Which set of creative makes you more likely to consider Citroën as a brand of choice?

Creative A (top line)

Creative B (bottom line)

Neither creative

Add another option

🔍 📄 📊 📈 📉 📌 📍 📎 📏 📐 📑 📒 📓 📔 📕 📖 📗 📘 📙 📚 📛 📜 📝 📞 📟 📠 📡 📢 📣 📤 📥 📦 📧 📨 📩 📪 📫 📬 📭 📮 📯 📰 📱 📲 📳 📴 📵 📶 📷 📸 📹 📺 📻 📼 📽 📾 📿

Age

18-20 21-24 25-34

Gender

Female

Add an introduction here, if you'd like- it can be anything that you want! Example: We're going to show you an ad for xyz and ask a few questions about it to help us understand the best way to market to future customers. Please give us as honest as feedback possible!

What do you think the main message of this ad is?

LINK TO VIDEO HERE



Free text response...

Rich text editor toolbar with icons for bold, italic, link, unlink, list, indent, outdent, image, video, and text color.

After seeing this ad, which of the following statements apply to you? Please choose all that apply.

The ad grabbed my attention

The product advertised seemed unique

The brand / product advertised seems original for the jewelry category

The product advertised was from a high-quality brand

The product advertised was high-quality

The ad was from a brand for people like me

This product is relevant for me

None of the above

Minimum choices

1

Maximum choices

7

Rich text editor toolbar with icons for bold, italic, link, unlink, list, indent, outdent, image, video, and text color.

Agree or disagree? "After watching this ad, I am more likely to purchase this product."

Agree

Disagree

I'm not sure

Add another option

Rich text editor toolbar with icons for bold, italic, link, unlink, list, indent, outdent, image, video, and text color.



## “I need to test various creatives.”



**QUESTION:** Marketeers at Citroën could not decide which creative would resonate best with their target audience



“In your opinion, which set of creative makes Citroën a more desirable brand?”



**SOLUTION:** The team tested a few different design ideas with their customer segment.



“In your opinion, which set of creative positions Citroën as an aspirational French brand?”



**OUTCOME:** Marketeers at Citroën made their decision in a couple of hours, cutting out the need for a time consuming, lengthy research project



“Which set of creative makes you more likely to consider Citroën as a brand of choice?”



**TRACKING**

**“I need to track brand perception over time.”**



**500**

responses (weekly)  
Including comments



**QUESTION**

Will the upcoming marketing and campaign work we're running actually make a difference?

**Q1**

“Of the following, which beauty brands have you purchased from in the last 6 months?”



**10**

Mins per Pulse



**SOLUTION**

The team selected 3 key brand health metrics and scheduled a weekly Pulse to an audience of 16-24 year old women with an interest in fashion.

**Q2**

“Which brand does this packaging belong to?”



**OUTCOME**

The insight team at Zenith were able to provide fast turnaround brand tracking data on a weekly basis.

**Q3**

“How would you rate the appeal of this branding?  
1 = I hate it  
5 = I love it”



# “I need to track brand awareness over time.”



**500**

responses (weekly)  
Including comments



## QUESTION

How are marketing efforts affecting our brand awareness, and how does this vary by region?



“Which travel money companies are you familiar with? Please list at least 3 if possible. (open text)



**10**

Mins per Pulse



## SOLUTION

The FairFX team scheduled a weekly Pulse to people between 18 and 54 in the UK, applying the home location demographic to see trends at a more granular level.



“Which of the following travel money brands have you heard of?”



## OUTCOME

The marketing team was able to track brand awareness (and awareness of competitors over the course of a year)



“Which of these travel money companies would you most associate with [insert attribute here?]”



# “I need to track effectiveness of our marketing campaign.”



**500**

Responses (weekly)  
Including comments



## QUESTION

Which marketing channels are most effectively getting our messaging across? How is this varying by location and by consumers of competitors?



*[Prompt with logo].* “Have you heard of this brand before?”



**8**

Mins per Pulse



## SOLUTION

The insight and marketing teams at Itsu collaborated on a weekly Pulse to gauge effectiveness across channels. They applied the location and restaurant demographics.



*[To the 'yes' branch]* “Where have you heard of this brand?”



## OUTCOME

The teams were able to prove that the channels for the particular campaign were having in impact on overall brand awareness.



*[To each the 'yes' and 'no' branch]* “Which of the following attributes do you associate with this brand?”



**“I need to test awareness and perception.”**



**1000**  
Responses (weekly)  
Including comments



**QUESTION**  
How does our charity sit with consumers and is our offering clear?

**Q1**

“If you were to donate to one of the following charities, which would it be?”



**30**  
Mins per Pulse



**SOLUTION**  
Insight managers at the charity scripted a Pulse for quantifiable data to benchmark against.

**Q2**

“What words would you use to describe \_\_\_\_? Please select all that apply.”



**OUTCOME**  
The team was able to validate digital marketing efforts over time by understanding how their charity is perceived by consumers.

**Q3**

“Which services do \_\_\_\_ provide? Please select all that apply.”





## “How do I give my clients the ‘why’ behind the ‘what’?”

Digitas needed to get insight to their clients that validated their decision-making on a regular basis.  
To do this, they needed quality data at speed.



**1000+**

Pulses  
2+ per week  
2015-present



### DECISION MAKERS

- Strategy Partner
- Strategy Director(s)
- Client Director(s)
- Strategist(s)
- Data analyst(s)



**12**

mins  
average  
response time



### USE CASES

- Brand tracking
- Customer segmentation
- Concept testing
- New business pitching

‘OnePulse has become an invaluable way for us to quickly and reliably get genuinely insightful information from consumers. It’s an indispensable tool in the way we do business, offering genuine opinion data at scale.’

- Ed Beard, Strategy Partner



**Digitas**

# **MESSAGING**

# I need to decide on a topline message.

**Problem:** Marketeers at Coca-Cola could not decide which topline message would resonate best with their target audience.

**Solution:** The team sense checked a few messages with their customer segment.

**Outcome:** Marketeers at Coca-Cola made their decision in a couple of hours, cutting out the need for a time consuming, lengthy research project.

1 Pulse

500  
responses

10 minutes



# **UNDERSTANDING TARGET AUDIENCE**

# Consumer understanding & insight



Age

16-17 18-20 21-24 25-34 35-44 45-54 55-64 65+

Gender

Male Female

What are your thoughts on 'modular' insurance offerings where you can pick and choose your own cover by which aspects are important to you and which aren't?

What sort of stuff would you include in your 'modular' product? Select your top 4.

My car (i.e. repairs, replacement, courtesy car)

My home (i.e. buildings, outhouses)

My contents in my home (i.e. things you can't take out of the home that might be important to you)

My tech (phone, laptop, tablet, smartwatch, headphones)

On a scale of 1-5 where 1 is not at all appealing and 5 is very appealing - How appealing is 'modular' Insurance to you?

How appealing would a platform be where you can 'switch' your bits of insurance off and on as you need them? (i.e. take travel cover for 2 weeks but then turn it off until the next time you go away)

Minimum value \* 1 Slider intervals \* 1 Maximum value \* 5

Homeowner status

I own my home I rent my home

Household Income

£0 - £9,999 £10,000 - £19,999

Research tells us every home in the UK owns at least 10 internet connected devices and this is expected to increase to 15 by 2020

Which of the following devices do you own?

Smart TV

Smart P

Laptop/

Energy r

Smart th

Smart li

Smart se

Other, p

Minimum ch

Maximum

Minimum

Maximum

Minimum

Maximum

Would you be interested in protecting these devices from any of the following risks?

Yes, cover for physical loss (accidental damage)

What risks do you associate with these devices?

Physical loss (accidental damage)

Theft

Loss of personal data

Hacking and viruses

Other, please state

Add another option

Minimum choices

Maximum choices

Minimum

Maximum

Minimum

Maximum

Minimum

Maximum

Minimum

Maximum

Homeowner status

I own my home I rent my home

Household Income

£0 - £9,999 £10,000 - £19,999

Tech

Laptop Desktop Desktop Mac Tablet iPad Smartwatch

You have been selected for this Pulse as you have previously indicated you would be interested in protecting your connected devices.

If one of your connected or smart devices was damaged, stolen or hacked who would you contact for help? (tick all that apply)

Hom If you bought protection for your connected or smart devices what would you expect to be included? Rank the following with the item you would most expect to be included at the top.

Banl Helpline and technical assistance following an incident

Fam Cover for theft of money

Othe Cover for loss and recovery of personal information

Add Social media/cyber bullying

Res How much would you be prepared to pay? Please use the sliding scale to indicate the amount (£)

Oth

Add

Minimum value \* 1 Slider intervals \* 1 Maximum value \* 100

Minimum

Maximum

Minimum

Maximum

Minimum

Maximum

Minimum

Maximum

# "I want to learn more about our target audience to tailor our messaging."

PHILIPS

Philips was launching a new men's razor in the US but wanted to understand men's relationships towards facial hair & shaving. They sent out a series of retargeted Pulses to men aged 18-44 in the US to learn more about their consumer base within a period of a few days.

How many times a week do you typically shave your facial hair? This could be shaving all your facial hair or shaving around facial hair. Select from the below:

I don't shave at all

Less than once a week

We'd now like to know more detail about your shaving and grooming habits. Which of the following best describes you?

I maintain a clean shaven face all the time

I frequently alternate between clean shaven and some kind

How do you best describe your ability to grow facial hair?

I can't grow any

I can grow patchy stubble

I can grow full face stubble

Add another option

One scale of one to ten, how much does your facial hair (or being clean shaven) contribute to your confidence? 1=very unconfident, 10=very confident

1 10

When you decide to wear a facial hair style (ie stubble, beard, goatee, etc.) how confident are you in achieving the facial hair style you want? 1=very unconfident, 10=very confident

1 10

What would make you feel more confident? (Select all that apply)

Better tools

Finding a style that suits me

Having someone show me how to best achieve the style I want

Other (please tell us in the comments)

Add another option

"I don't need to be clean shaven everyday, so I can have whatever look I want from a clean look to stubble or even a full beard. But to manage this, I often need different tools, multiple steps, plus use shaving foam & water, which can be a hassle, especially when shaving off longer hair."

Can you identify with the statement above?

Yes

When shaving and trimming your facial hair do you experience any concerns or problems? If so, please explain to us what they are.

Free text response...

Have you heard of Philips Norelco OneBlade?

Yes

No

Where have you heard of Philips Norelco OneBlade?

I have seen it in store

I have seen it advertised online

I have seen it advertised in the press or magazines

A family member or friend has one

Do you own a Philips Norelco OneBlade?

Yes

No

Add another option

Thinking about the Philips OneBlade, please could you rank the below statements in order of how much they appeal to you when describing the product? 1 = very unappealing, 10 = very appealing.

The most flexible tool for all your grooming needs

One tool, many styles, for any beard

There's no one beard that's the same, but there is one tool for every beard

Upgrade your style with OneBlade

The blade for beards

The easiest way to style

A new way to maintain your unique style

Add another option

# “I need to understand customer pain points.”

Researchers at a large utilities company needed to understand how customers were feeling about the sector.



**500**

responses (x3)  
Including comments



**90**  
mins



## QUESTION

How can I understand how customers view their utilities provider while also asking about the problems they face?



## SOLUTION

The team used OnePulse to get a better sense of customer perception.



## OUTCOME

Researchers were able to understand how their sector was perceived and create messaging that spoke to the issues.

Q1

“Which of the following companies do you consider to be the most trustworthy? Rank the following, with the most trustworthy at the top.”

Q2

“Agree or disagree? ‘I trust utilities companies.’”

Q3

“What is the main reason that you do/do not trust utilities companies?”



# “I want to communicate with a bespoke group of consumers regularly.”

The insight team at a large food supplier wanted to understand purchase motivations and likes/dislikes of customers of several different supermarket chains.



**250**

Respondents per Pulse  
Sent 9-10 times/week



**5-10**

mins per Pulse



## QUESTION

How can we understand competitors' customers and customer motivations of different supermarkets better?



## SOLUTION

The company worked with OnePulse to screen for customers of different supermarkets. Distinct groups were then put into channels for the team to send Pulses to at any point. The channels were refreshed on a quarterly basis.



## OUTCOME

The food supplier was able to provide valuable insight to the supermarkets and also to shape their own offerings.





# "I want to learn more about our target audience to tailor our messaging."

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I can grow patchy stubble

I can grow full face stubble

Add another option

One scale of one to ten, how much does your facial hair (or being clean shaven) contribute to your confidence? 1=very unconfident, 10=very confident

When you decide to wear a facial hair style (ie stubble, beard, goatee, etc.) how confident are you in achieving the facial hair style you want? 1=very unconfident, 10=very confident

What would make you feel more confident? (Select all that apply)

Better tools

Finding a style that suits me

Having someone show me how to best achieve the style I want

Other (please tell us in the comments)

Add another option

"I don't need to be clean shaven everyday, so I can have whatever look I want from a clean look to stubble or even a full beard. But to manage this, I often need different tools, multiple steps, plus use shaving foam & water, which can be a hassle, especially when shaving off longer hair."

Can you identify with the statement above?

Yes

No

When shaving and trimming your facial hair do you experience any concerns or problems? If so, please explain to us what they are.

Free text response...

Have you heard of Philips Norelco OneBlade?

Yes

No

Where have you heard of Philips Norelco OneBlade?

I have seen it in store

I have seen it advertised online

I have seen it advertised in the press or magazines

A family member or friend has one

Do you own a Philips Norelco OneBlade?

Yes

No

Add another option

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The most flexible tool for all your grooming needs

One tool, many styles, for any beard

There's no one beard that's the same, but there is one tool for every beard

Upgrade your style with OneBlade

The blade for beards

The easiest way to style

A new way to maintain your unique style

Add another option

# **Bringing customers onto OnePulse**

# “I want to communicate with my customers regularly.”

Marketing and insight managers at a careers company wanted to communicate with their network on a regular basis for quick insight.



**1000**

Respondents per Pulse  
Sent weekly



**60**

mins per Pulse



## QUESTION

How can I speak to existing customers on a regular basis?



## SOLUTION

The agency sent a link to their email database which job seekers could use to join a private OnePulse channel. The careers company was then able to communicate with them on a regular basis, gaining valuable insight.



## OUTCOME

3000 people have been deeplinked into the OnePulse app so far and the agency have been able to increase communication with, and understanding of, their customers. The company refreshes the members in the channel on a quarterly basis by re-sending invitations to the channel.



# **FINDING MEDIA PERSONALITY FOR BRAND**

# “I need to decide on a personality to represent a brand”

- An account team at a creative agency needed to determine which personality was the best fit for a brand



**500**

responses  
Including comments



## QUESTION

How recognisable are the personalities we have sourced for our brand's target audience?



Check out the image above.  
Do you recognise this person?



**30**  
mins



## SOLUTION

Account teams ran a number of Pulses to test recognition amongst the competitor's users.



Which of the following words do you associate with this person?



## OUTCOME

The account team had data to back up their decision to select one of the personalities.



Check out the images above. Which of these people do you recognise?



# **OPTIMISING MEDIA CHANNEL**

# “I need to decide on the best channel for content.”

Social media strategists at a global clothing brand wanted to decide on the most effective channel for their new campaign.



**500**

responses (x3)  
Including comments



**20**

Mins (x3)



## QUESTION

Is Pinterest, Instagram, or Facebook the place that will be most effective in portraying our brand as a stylish, modern brand alongside our new campaign?



## SOLUTION

The team used OnePulse to send people to each channel and get gut reactions on the new branded page and campaign.



## OUTCOME

The brand was able to nail down a preferred channel as well as securing over 100 new followers on the channel in the first week.



Q1 “Complete the sentence: my relationship with fashion brands on social media is \_\_\_\_.”



Q2 “Which brand would you associate with the following images?”



Q3 “Check out a page by clicking the link below. Which of the following words would you associate with the campaign? Select all that apply.”



**COMPETITIVE**



# “I need to test the effectiveness of multiple ads. How are we doing against competitors?”



**QUESTION:** The brand team at Tesco wanted to test what messages were getting through their ads and also which were driving the highest likelihood to purchase. They also wanted to know how this effectiveness compared with competitors' advert effectiveness.



**SOLUTION:** The team used one Pulse per ad and asked if they'd seen it before, what people thought the key messaging was, and if they'd shop at the supermarket. They did this for both Tesco and competitors' adverts.



**OUTCOME:** Tesco was able to directly compare results of several ads, resulting in the most effective going to market



“Before today, have you seen this advertising?”



“Which of these statements best describes what the advertising was saying about Tesco? (Please select all that apply)



“Which of these statements best describes how strongly the ad would make you consider Tesco next time you are shopping for school clothes?”



# **Using Custom Channels/Custom Channels**

# “I want to dig deeper into an audience segmentation.” (1/2)



The insight team at a media agency wanted to dig into attitudes of an existing segmentation of a prospective client and test ideas, activations, awareness, and perceptions against each.



## Step 1

Identify segments via a screening Pulse.

How often do you support CHARITY, through donations of money, time or resources?



How often do you support CHARITIES, through donations of money, time or resources?

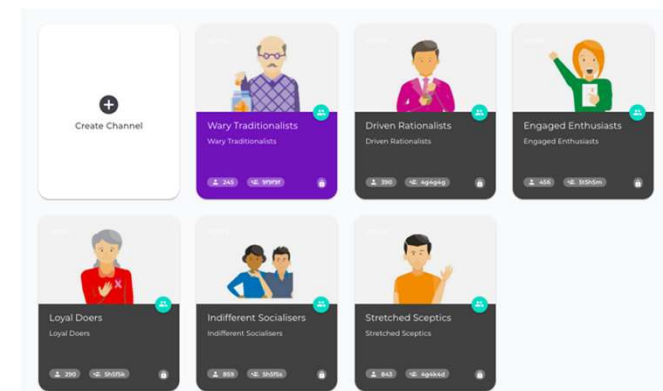


Have you been personally affected by either through your own diagnosis, a family member or friend having the illness?



## Step 2

Segments were built into channels off of the screening Pulse using OnePulse's Custom Channels features. The client could send Pulses directly to these channels at any time.



# “I want to dig deeper into an audience segmentation.” (2/2)



## Step 3 - Outcome

Identical Pulses were sent to each segment to compare/contrast. The agency impressed the client with their deep understanding of their audience & won the business. As part of the scope of work, the client receives 5 Pulses/month to go to each segment.

### Sample Pulses

Which, if any, of the below brands do you feel are most often there for you when you need them?

Tesco	33.14%
Amazon	54.86%
Google	52.00%
BBC	25.71%
Twitter	14.29%
Starbucks	5.71%
Costa	17.14%
Apple	30.86%
Samsung	18.86%
Boots	27.43%
Facebook	30.86%
None of these	6.86%

Which of the below services do you believe offer to those living with

Free telephone helpline	64.00%
Funding nurses	72.67%
Range of information and advice leaflets	61.33%
Financial advice and support	58.00%
Online support community	61.33%
Advice on healthy living	46.67%
Other	4.67%
None of these	2.00%

How much do you understand what do?

Fully understand	20.00%
Understand a little	67.33%
Not sure	7.33%
Don't understand much	4.00%
Don't understand at all	1.33%

We'd like to ask your thoughts on making a charitable donation. Which, if any, of the below do you expect in return for a monetary donation to charity? Please select all that apply

A personal thank you from the charity	15.00%
A warm, fuzzy feeling inside	27.50%
Information on how that money will be spent	43.00%
Regular updates on how your donation has been used	26.00%
Opportunities or updates on to give more to that charity / differe...	14.50%
A message from the recipient of the funds themselves	12.00%
Some sort of gift or reward to reflect my donation	7.50%
Nothing at all!	19.00%

# **Company case studies**



# Client Case Study:



Müller wanted to develop a way to iteratively narrow down concepts to what had highest likelihood of being successful in market.

1000

Out of 1000 Responses

Duration

45 mins and 4 secs

Have you bought a block of butter in the last month?

What was the reason?



Would you buy this? Butter stick

If butter was as soft as margarine when it came from the fridge would you buy it?

What do you like about butter?



Sentiment



All Responses



Word Cloud

High to low



Craftylady  
I love the taste

0.90



likecubed  
It tastes good and it is a versatile ingredient needed for most baked goods

0.90



katchooon  
tastes amazing, love salted butter

0.90



debbner  
like the rich taste and honest ingredients

0.90



blacktrudie3  
It tastes delicious and I love it

0.90



## Client Case Studies: *Coca-Cola*

Coca-Cola European Partners wanted a tool to be used across their insight and category function.

Would you be prepared to pay slightly more for a water if it had enhanced benefits?

**463**

Out of 463 Responses

Duration

8 mins and 2 secs

How much more would you be willing to pay for a Coca-Cola glass bottle over Pepsi glass bottle?  
Answers are in pence.

Which of the following are most important to you when choosing to visit a pub? Choose all that apply...

Which of the following is true of you? Please add comments to your answer.

If the bottle was made from 100% recycled plastic, would you be more likely to buy water in a plastic bottle going forward?





## Client Case Studies: M&S

Marks & Spencer needed to get insight on new offerings, flavours, and packaging to take back market share from takeaway restaurants and grow their food retail business.

Do you buy clotted cream fudge?

500

Out of 500 Responses

Duration

9 mins and 32 secs

Which packaging do you prefer?

How important is the origin of the clotted cream used in the fudge recipe to you?

Do you perceive one of the below Clotted Cream origins to have better quality credentials than the other? If yes, select the product that you think is of higher quality.

Why?



Sentiment



All Responses



Word Cloud

High to low



Ruprupruprup

it showcases the product much better than option a

0.90



s

really good sweet chocolate design

0.90



trishb

It's really cute and fits the box shape better

0.80



DELETED\_YNdW0PBnRbjlyIVrcpT

He looks cosier in the box and it makes him look cuter

0.80



lorna69heath

I feel it might be better quality chocolate, and the flowers on the front of the box were more relaxed and welcoming!

0.80



# Client Case Study: *Johnson & Johnson*

J&J speaks to their core demographics for marketing insight for specific products.

Have you bought a facial cleanser or moisturizer within the last 6 months?

500

Out of 500 Responses

Duration

6 mins and 56 secs

Which of the following statements makes you feel most interested in looking at a NEW facecare product? Imagine you see it on a sign instore. Please pick one.

Which of the following statements makes you feel most interested in BUYING this facecare product ? Please pick one.

Which of the statements makes you feel most interested in looking at a NEW body care product for dry, sensitive skin. (image a poster)

Why did you pick your answer & What does Glycolic mean to you?



Sentiment



All Responses



Word Cloud

High to low ▼



brierley90

it's the most catchy

0.90



sarafinarosey

That it will remove dead skin and give a healthy glow

0.90



Albion31

Simple and catchy

0.90



rose246

It's healthy and good for spots

0.90



sammilexx

most catchy

0.80



## Client Case Studies:



Digitas

Digitas wanted to redefine their customer insight offering in order to differentiate themselves from agency competitors in the space.

Looking at this same link, how likely would you be to recommend this service to a new or expectant first time Mum (where 1 is very unlikely, and 5 is very likely)?

What best describes the way you do your grocery shopping?

What would you be prepared to pay for a service like this?

Which of the following messages do you find the most appealing?

☰ Parent Pulse

Supermarket shopping



Targeting people who answered  
"Asda" to the question  
"Where else do you shop for food  
during a typical week / fortnight?"  
Please tick all that apply.

Which best describes the role that Asda plays in your life?



## Client Case Studies: Santander

Santander wanted a lifeline to consumers that could be used across the business to stay ahead of competitors and quickly test new ideas, products, and features.

