TECHNOLOGY IN COMMUNICATION RESEARCH

Better Quicker Cheaper

Common Situations we are in ……..

Solution ……

Introducing the perception analyzer..

Even better Solution ……

Introducing the **wireless** perception analyzer….

Even much better Solution ……

Introducing the Edivote Data Collection Method

Powered by

Ipsos ASI

next*adlab

DEMONSTRATION

Welcome to

You will see questions and ads on the screen

You will be asked to answer questions by pressing number on your keypad

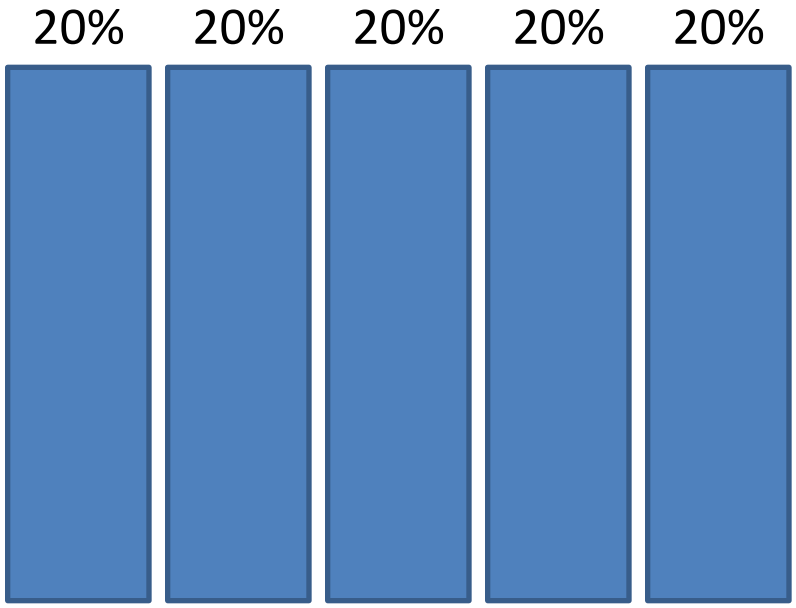
Wait until you see the light on the screen turning green

There are no bad answers

Relax and get ready. Let's go!

I know Tide detergent brand and I know what it stands for

1. Definitely agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Completely disagree



Tide detergent is very effective in removing stains

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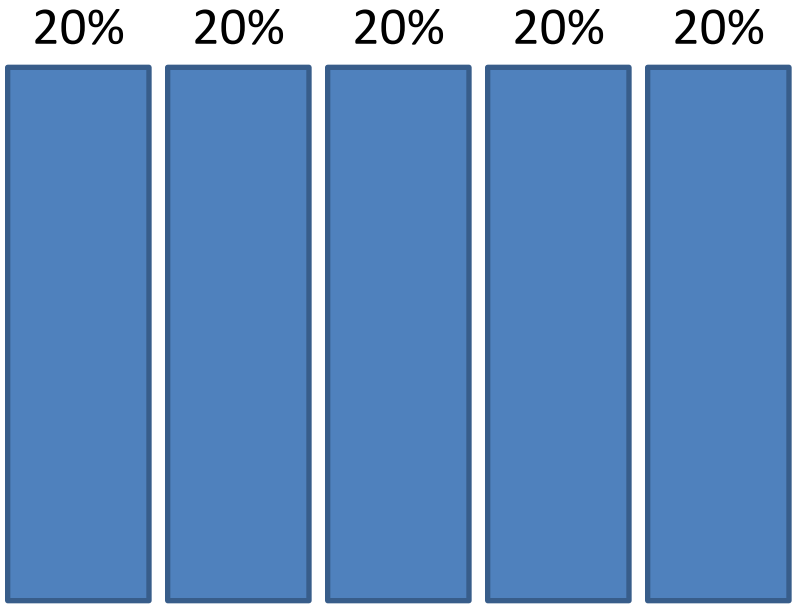

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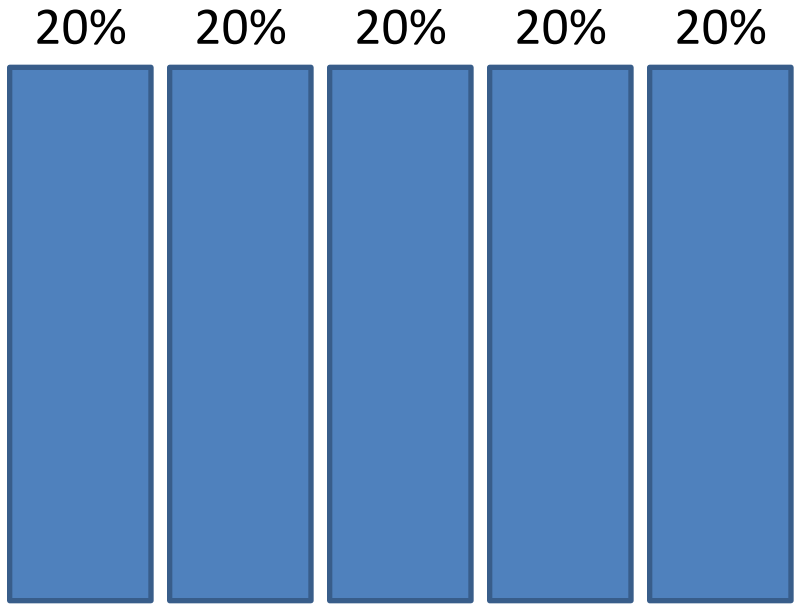
How likely are you to buy and try Tide for your next washing?

1. Very likely
2. Somewhat likely
3. Neither likely or unlikely
4. Somewhat unlikely
5. Very unlikely



I know Boom detergent brand and I know what it stands for

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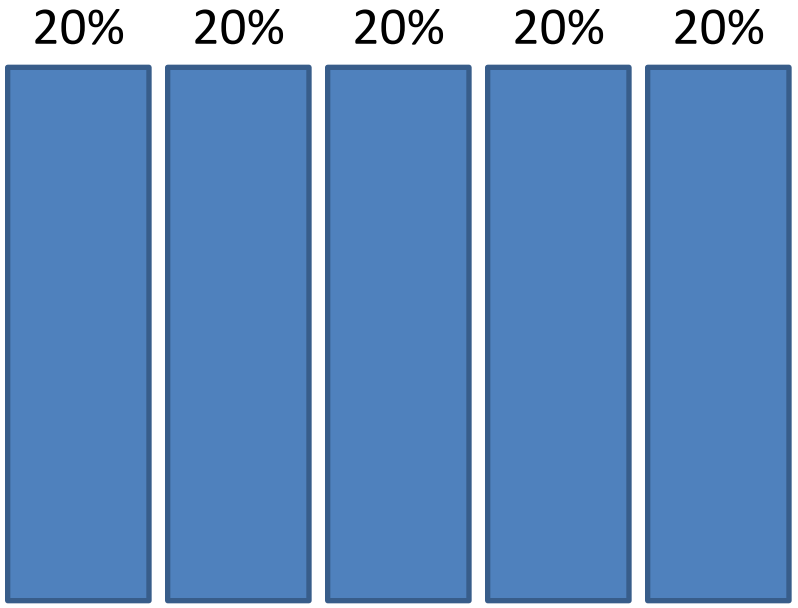
4. Somewhat disagree
5. Completely disagree



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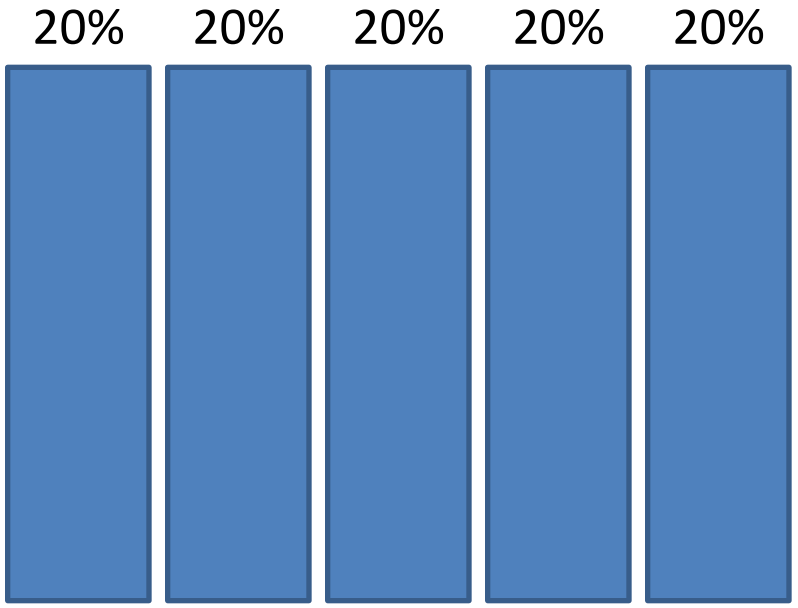

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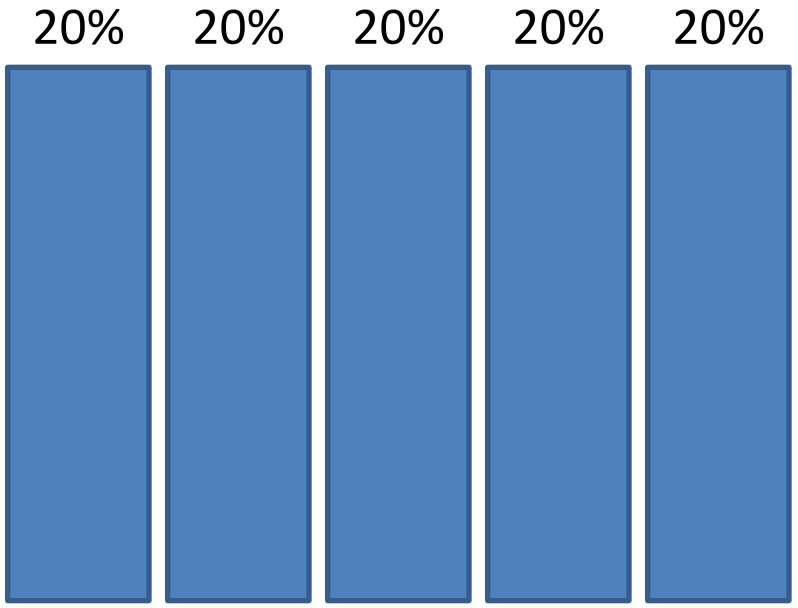

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Ad 1

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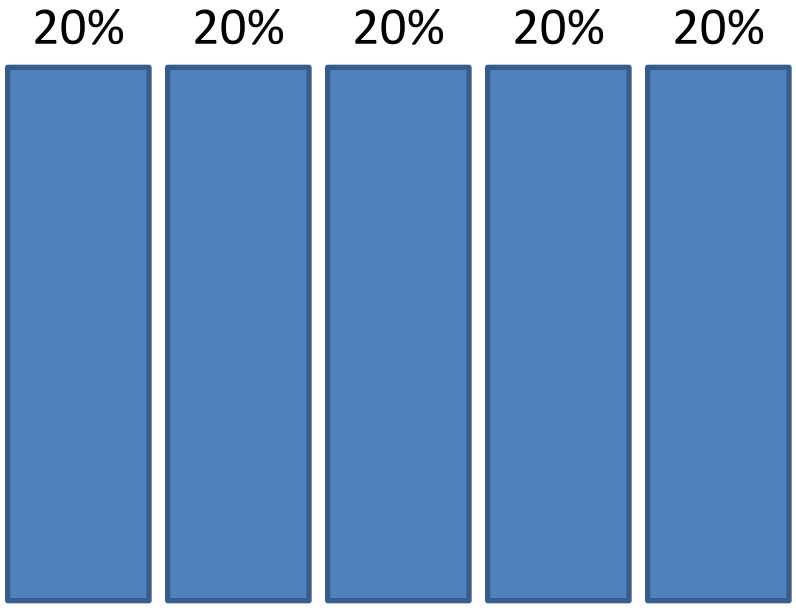

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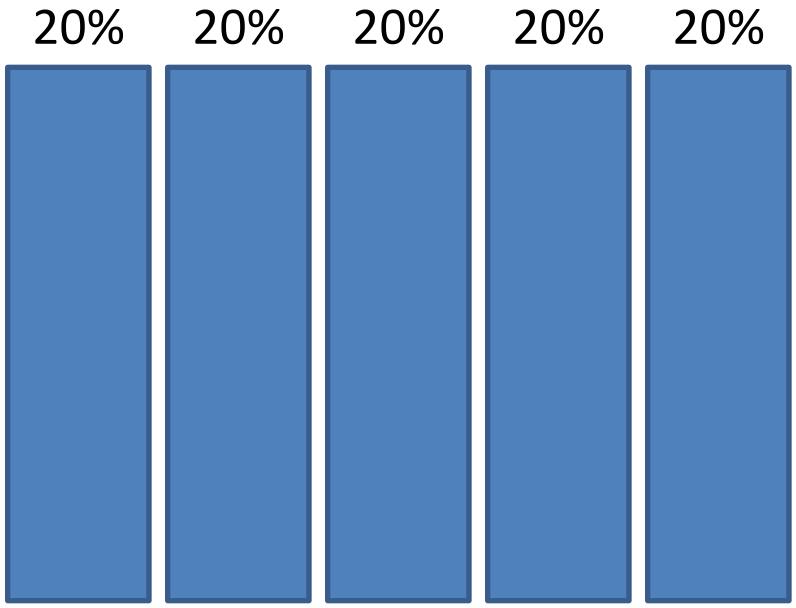

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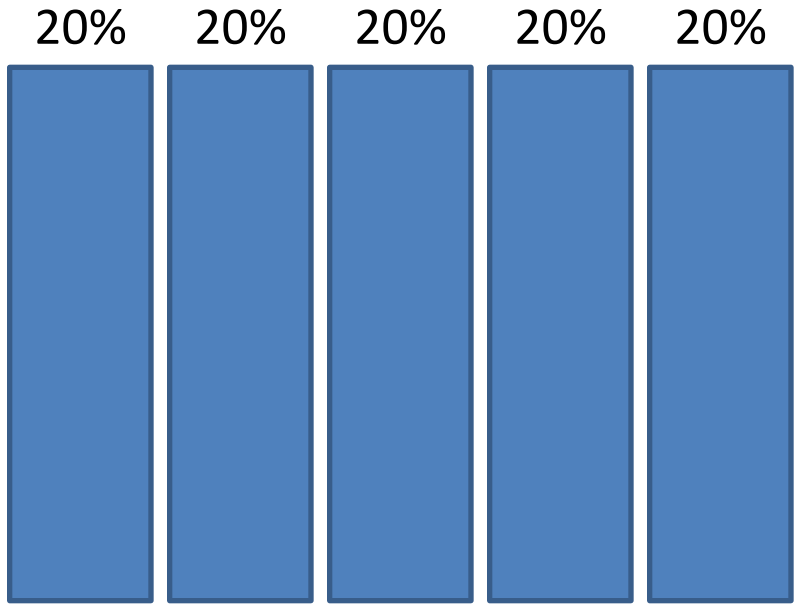

Ad 2

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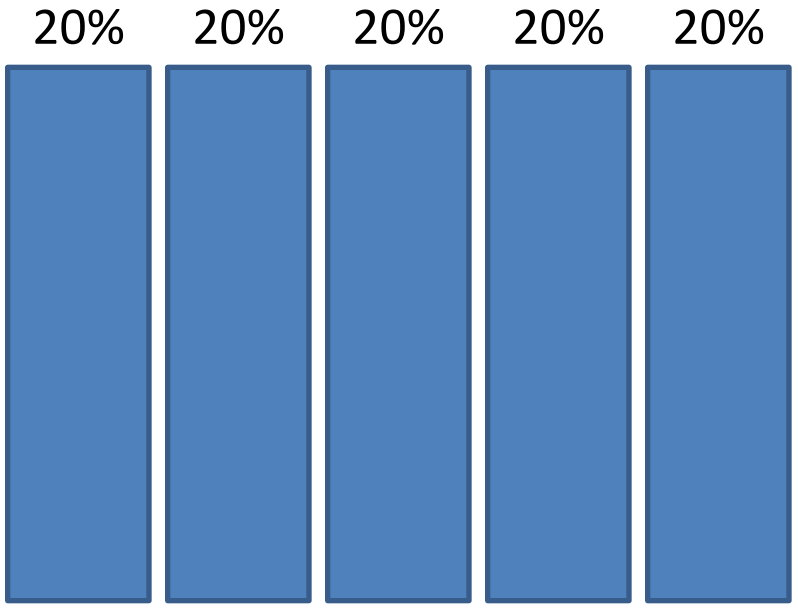

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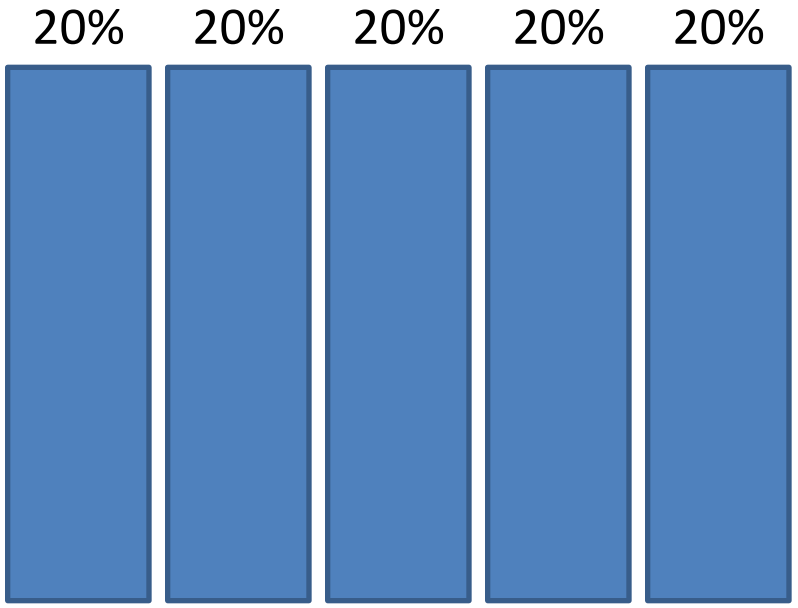

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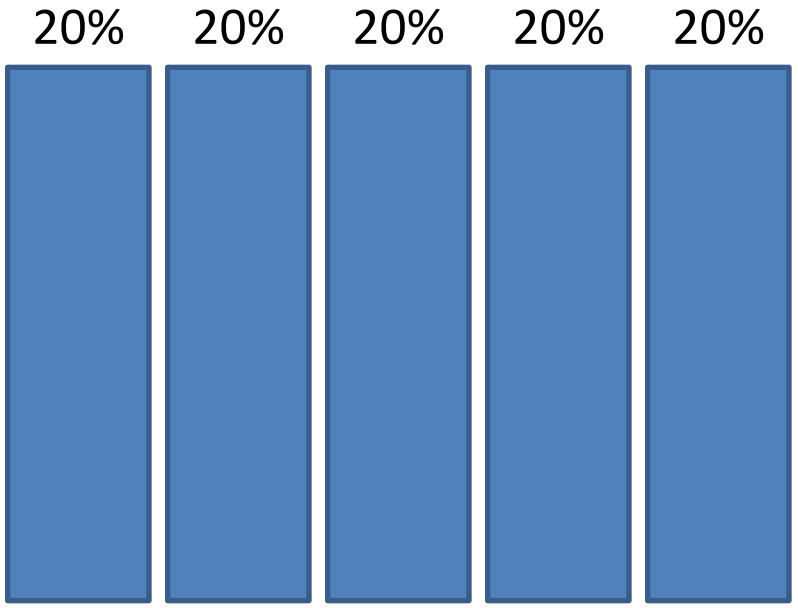

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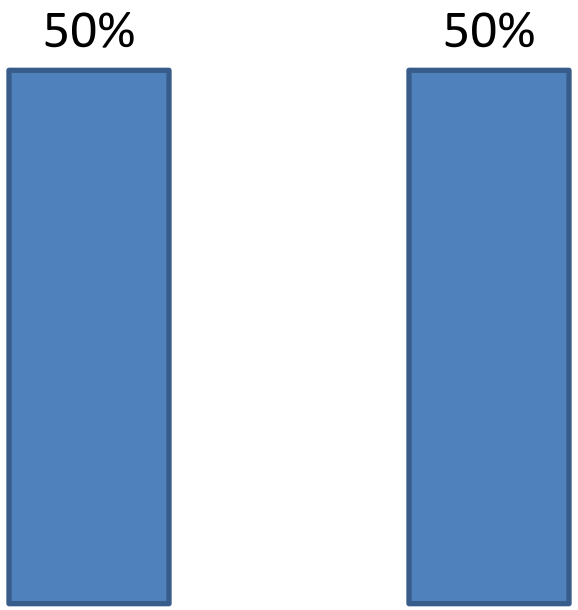
Which of the ads was more entertaining?

1. Tide

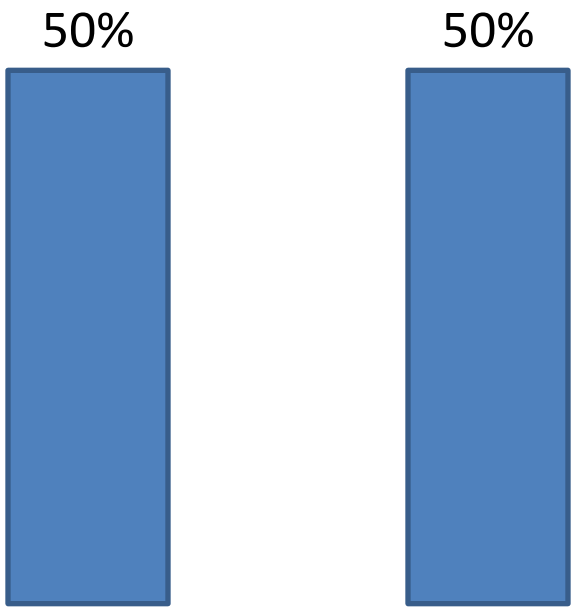
2. Boom



Which of the ads was more confusing?

1. Tide

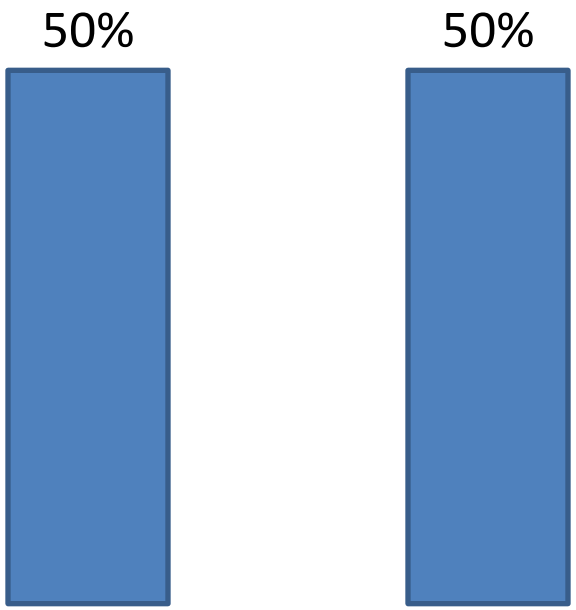
2. Boom



Which of the ads was more believable?

1. Tide

2. Boom



Thank you ☺

Our report will be ready in 3 minutes

What we have gained as researchers..

1. Flexibility
2. Collaborative Power (Co-creation)
3. Time management
4. Cost effectiveness
5. Quality (elimination of processes such as DP etc)

Everyone's happy ……

Thank you ☺