



# COMMUNITIES: FROM INSIGHTS TO INTELLIGENCE

*A catalyst for  
consumer-centric growth*



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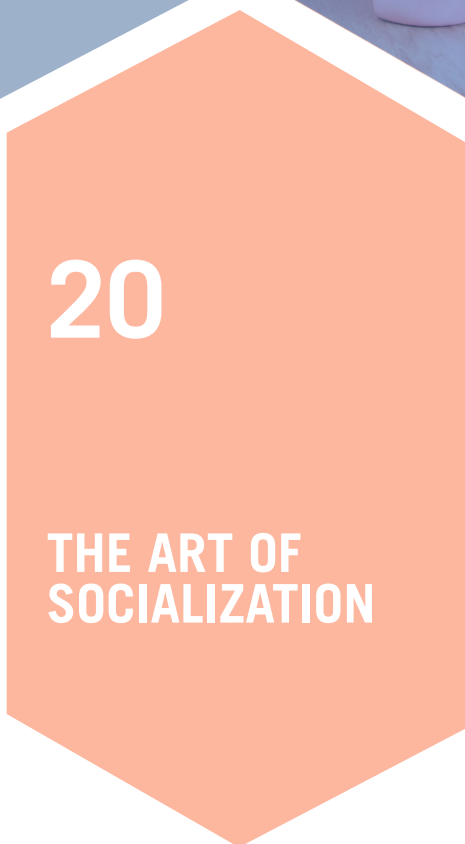


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A photograph of four people sitting on a white bench. The person in the center is holding a tablet. The image is overlaid with a semi-transparent red hexagon.

*Is the community  
of today the  
community of  
tomorrow?*

**LEAVING  
NOMENCLATURE  
AT THE DOOR.**

## WHAT'S IN A NAME?

Born from a brand advocacy platform, online communities were a welcomed disruption in the market research industry. By 2004, they established themselves as a dynamic means of engaging consumers in meaningful layers of conversation. While designing discussions around business challenges large and small, organizations built up an arsenal of primary data.

More than a decade later, communities have become sophisticated—opening new doors to knowledge by embedding multimedia features, real-time data visualization and do-it-yourself options. It's no doubt that they've moved beyond pure insight generation to fuel organizational intelligence—but how many companies are truly leveraging communities as a strategic asset?

Since launching our i°Communities® platform in 2006, and following that with the industry's first mobile community in 2010, Gongos has been a crucial player in setting new standards in service and stakeholder collaboration. Today, we continue to push the boundaries of client communities by adding bandwidth to insights teams, socializing learnings across the organization, and catalyzing consumer-centric growth.

We invite you to reestablish what a community of consumers means to you.



*Camille*

Camille Nicita  
President & CEO



*Bob*

Bob Yazbeck  
Vice President, Digital Methods

*Whether you refer to them as customer panels, advisory boards, co-creation groups or consumer labs—all are, in one form or another, a type of consumer community.*

*It's our job to help companies rethink what these mean—and the options and ROI they afford—to help fuel learning across insights, analytics, marketing, strategy and innovation teams.*





# PARTNERING WITH GONGOS

Companies and agencies alike secure much more than a community provider with Gongos. We operate through the lens of a decision intelligence consultancy, helping organizations, their internal stakeholders and external partners build the capacity and competency in making consumer-minded business decisions.

That means establishing a way to systematically measure the consumer's voice—and integrating a culture of insights into your organization.

And, no matter how big or how small our partnership, we marry technology and human understanding to offer a substantive experience—both for consumers and corporate teams.



FROM INSIGHT GENERATION TO DECISION INTELLIGENCE

# *Philosophically speaking...*



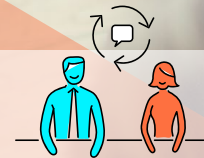
## *we believe in* **DATA CONVERGENCE**

In today's world of inbound data streams, a constant source of consumer input fills gaps of knowledge—both in appending behavioral data and distinguishing between what consumers *say* and what they *do*. Our data scientists have taught us a lot about fusing primary, secondary and enterprise data with consumer insights to provide a more realistic understanding of your customers. A community could be considered a vital component in this ecosystem of knowledge.



## *we believe in* **SOCIALIZING INSIGHTS**

Creating empathy among decision makers, from the C-suite to the frontline, is as much an art as it is a science. Sometimes real-time dashboards and report summaries do the trick—sometimes they don't. So we have storytellers at the ready to help you share your learnings upwards and outwards. Our curators and communication designers take a fresh and deliberate approach to influencing audiences through a multitude of mechanisms, such as infographics, video stories and dynamic reports.



## *we believe in* **COLLABORATION**

Two heads are better than one. We strive to collaborate with your teams to understand your business challenges while developing a learning plan—leveraging the community as a hub to achieve milestones. This plan becomes a guide to compound learnings and make choices along the way, while serving as a springboard to fuel an ongoing engine of activities that drive results. Collaboration also means breaking down silos; and we're comfortable doing that—yes, even in your organization.

# *...we believe in consumer-minded decision making*



# YOU'RE ONLY AS GOOD AS THE *company* YOU KEEP

With all of our partners, we go beyond projects and invest in them as people with long-running careers and visions for themselves.

Many of our clients are just as tenured as our own employees—with a good portion of them at 10+ years, and others at 20+ years. We have found success in continually revitalizing their spheres of influence through introducing innovative ideas, fresh thinking and new talent. In fact, many have brought us along as they transition from company to company. Just as we help our clients continuously focus on becoming the next best version of themselves, we hold the same standard for ourselves.



COLLABORATION, INTERNALIZATION AND THE  
IMPACT OF COMMUNITIES





*...And that includes consumers across the globe*

**“OUR JOURNEY TOGETHER HAS BEEN DYNAMIC AND ITERATIVE, TAKING OUR COMMUNITIES GLOBAL AND MOBILE. GONGOS IS AN AMAZING PARTNER THAT CAN MAKE THINGS HAPPEN.”**

*-Joyce Salisbury, Technical Director, Global Digital Market Research & New Methods, General Motors*

The breadth and depth of our community experience is best represented by our work with General Motors. Built on a strong foundation of bootstrapping and calculated experiments, we have dreamt together and pushed the boundaries to go from a small community of female-only drivers in the U.S., to multi-brand studies across the U.K., Germany, China, and Brazil. Our time-tested partnership has led their teams to sound decision-making based on a culture of consumer feedback from communities of all shapes and sizes—from global and mobile, to women and millennials, to emerging markets and employee-only—all the while exploring issues from naming to infotainment and safety features to alternative fuels.



**2015 MRMW AWARD WINNER**  
CLIENT-PARTNER COLLABORATION  
INCLUDING APP-BASED COMMUNITIES





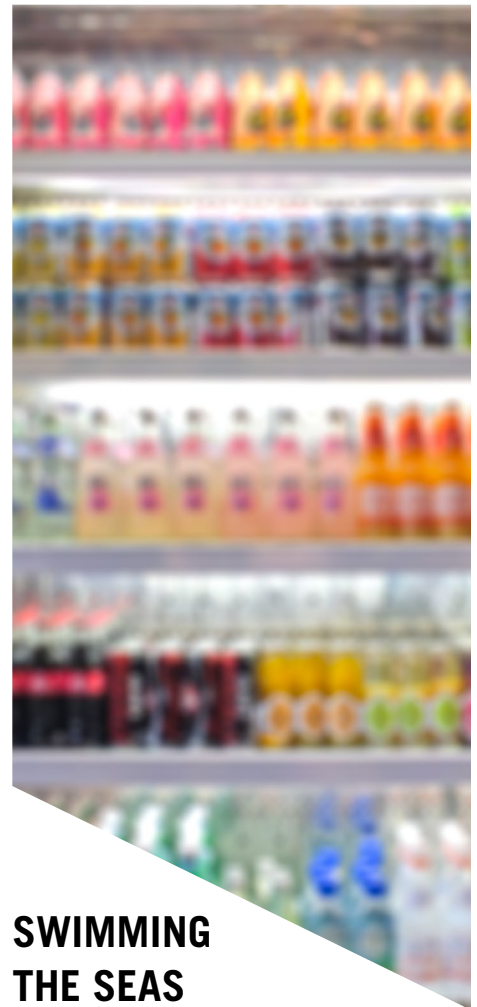
## THERE'S NO SECOND CHANCE TO MAKE A FIRST IMPRESSION

A leading health insurer recognized that the cost to gain new members is much greater than retaining existing ones, and that the most critical time to solidify retention is 90 days after enrollment. A 3-month community was established to determine which communication materials had the greatest effect on retention. The activities followed members through the shopping and enrollment process, assessing expectations and impact of the various messaging platforms. Focus groups, discussions, and surveys (both ad hoc and “always on”), were leveraged for exercises like “write a letter to a friend with tips on how to enroll” and selecting imagery to uncover emotional connections. This resulted in a comprehensive look at the cadence and impact of these materials on retention in the early enrollment phases; including what information needs to be conveyed when, and in what format. In the same vein, we determined what messages are better left served up at a later date.



## DO SUBJECT LINES AFFECT THE BOTTOM LINE?

A prominent financial institution wanted to maximize revenue per customer by enticing checking account customers to apply for a credit card. Because past experience indicates that email is the most effective method of customer communication, a survey among community members with existing checking accounts was developed to evaluate the effectiveness of various subject lines. Options were randomized within the group and participants were asked to “drag and drop” the test emails into one of five categories: Read now, Read later, Ignore, Delete, or Unsubscribe, which allowed us to determine which yielded the highest open rates. Results pointed to keeping bonus offer verbiage simple and concise. The client ultimately modified their email subject lines based on our findings, with the promise of opening up new lines of credit.



## SWIMMING THE SEAS WITH A CATEGORY CAPTAIN

Understanding that retail customers largely bear the impact of economic pressures, a major beverage manufacturer wanted to show its support. Because of the reciprocal nature of their relationship, retailers also look to category captains to refine strategies that address shifts in shopper priorities and purchasing decisions. We helped our client explore how retailers can optimize sales in the age of the digital shopper and be ahead of market trends. Not only did our findings bolster customer growth strategies, but the community became a hub of activity that fed into a monthly insights newsletter to socialize this “best-in-class” knowledge to other partners.





## **SWEET SUCCESS: FROM META- ANALYSIS TO MEGA FINDINGS**

This confectioner initially engaged with us to retain market share and increase loyalty behaviors as they worked to expand their offerings—and the category—with new and inventive products. Seasonal initiatives are always a top driver in maximizing annual sales, both in-store and online. Marrying ongoing learnings from the community enabled us to conduct a meta-analysis, evaluating six years of seasonal concepts across all of its brands. The study not only aligned their marketing, merchandising and packaging teams, but served to guide future design concepts that drive Valentine's Day, Easter, Halloween and Christmas sales at retail.



## **UNDER THE WHITE COAT: PHYSICIANS CURE A CASE OF THE HEALTH CARE HICCUPS**

One of our health insurance clients grappled with understanding which of their recommended health care programs had the most positive influence on physician care, as these programs have significant implications on reimbursement and compensation. We engaged hard-to-reach physicians in a community where they shared perceived issues in the health care industry and how it affects their patients. Discussion activities incorporated role playing and what-if scenarios (i.e. “imagine that health insurance is dead—what brought it down?”) Learnings revealed overlap among programs, thus creating opportunities for physicians to better focus on caring for their patients—an outcome we can all benefit from.



## **A STRAIGHT LINE TO THE C-SUITE: HUMANIZING THE MIDDLE MAN**

Another health care insurer sought an impactful way to socialize the voice of a vital yet seldom-heard group of customers (employee benefits decision-makers) among their C-Suite and key stakeholders. We designed a multi-deliverable approach to bring these customers to life, which entailed deep collaboration with our researchers, community managers, and data integration and design teams. The first was a dynamic report, comprising a curated “living” collection of insights from the community and secondary research—in the form of themed mini-stories using animations, voice-overs, video clips, and infographics. This iterative deliverable was complemented with a bound coffee table style book that captured “letters to the CEO” written by these decision-makers alongside high resolution imagery to humanize them...ultimately leaving an indelible impression.

# 50

## **FROM MARKETING, TO STRATEGY, TO INNOVATION, COMMUNITIES FUEL**

Product Life Cycle, Innovation & Co-Creation, Market Assessment & Segmentation, Pricing & Marketing Optimization, Consumer Journey & Customer Experience, and Trends & Foresights.

No matter how you choose to leverage yours, it will be designed around your growth initiatives.

Single or multiple approaches can pack a punch in 90 days; or last for a year or more to align with ongoing, larger-scale initiatives. Member-wise, you can engage as few as 15 or as many as 15,000.

Not only do we customize based on your business needs, we connect the dots across learnings from multiple initiatives, ensuring insights are laddered up and continue to add value to the organization.

*we dare you*



# WAYS

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Ad hoc surveys • *Augment future-proofing strategies* • **BETA TESTING** • Build an ecosystem of input • **CHANNEL STRATEGY INPUT** • Co-creation workshops • *Concept testing* • **CROSS-TEAM COLLABORATION** • *Cultivate audience insiders* • Current affairs & trends benchmarking • *Customer journey simple mapping* • **DEEP EXPLORATION DIGITAL PATH-TO-PURCHASE** • **DISCOVER EMOTIONAL CONNECTIONS** • Explore customer engagement models • *Fine tune media plans* • **FRONTLINE EMPLOYEE INSPIRATION** • Get reads on market fluctuations • Gut checks & quick reads • *Home usage testing* • **INCIDENCE CHECKS** • Iteration & ideation • *Journaling* • **LAUNCH CAMPAIGN FEEDBACK** • *Live mobile ethnography* • **MEASURE MARKETPLACE IMPACT** • *Member co-creation* • Messaging evaluation • Meta-analysis across former ad hoc topics • **ON-DEMAND CUSTOMER FEEDBACK** • **ONLINE FOCUS GROUP RECRUITING** • Product placement • *Public relations booster* • Recruit quick-turn sample • *Reunite alumni* • Reward fans & donors • **SEASONAL MARKETING & CAMPAIGNS** • Segment distinction • **SHOPPER INSIGHTS & CATEGORY MANAGEMENT** • Stakeholder immersion • *Store excursions* • Test ad concepts • *Transform power members to social brand ambassadors* • **TREND EXPLORATION** • **UNCOVER UNMET NEEDS & WHITE SPACE OPPORTUNITIES** • **VALIDATION EXERCISES** • Virtual collages • *Voice of the employee* • Weekly polling

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*not to find a way to engage*



# PEOPLE: AT THE HEART

# *of our COMMU*

We are often told it's our people that make us different. Not only do we serve as a master translator between your teams, our consultative approach goes beyond just answering the questions you pose. We have a strategic in-house framework that allows us to distill the business challenge and create the paths that uncover information. And, we're adept at talking about super-complex analytical challenges in layman's terms, making it consumable, immersive and just plain cool to engage with.

From the onset of our engagement, we'll be there for you as much—or as little—as you need. With a wide breadth of online expertise, experience with user groups across multiple industries, and a passion for what we do, we assign the best people available to execute on your research needs.

We value communication, so we suggest standing meetings with your core team to ensure cohesion across all bodies of work and end-users. This allows us to share insights from fielded activities, plan future activities, and recalibrate to ensure alignment and meaningful recommendations.

Finally, we believe in good old-fashioned face-to-face (in-person or online) conversations—we hope you do too.





## INTEGRITY & TRANSPARENCY

We work with our clients to understand the nature of their needs, while reality-checking along the way. This allows us to discern the level of depth or incremental must-haves when a timeline is ambitious. We believe in providing a healthy environment, yet know fast-turnaround needs will arise, and have tools (i.e., online dashboards) that allow us to accommodate these instances. Again, here's where standing meetings ensure we're all on the same page, and give way to brainstorming new ideas and course-correcting when necessary.

We are always open and upfront about changes if and when they occur and work in conjunction with our partners to ensure we have the right balance of skillsets to address them. We strive to keep the team consistent, and if needed, we evolve the team composition systematically to ensure knowledge transfer and continuity in content and delivery.


# UNITIES



## OUR HOME BASE

We service your business from our home office in Southeast Michigan. As necessary, we will incorporate purposeful trips to your headquarters, especially at the onset or renewals of engagements to build synergy and align on goals and objectives. Our virtual conference capabilities and shared-access venues are supported by a five-person, on-site IT team, allowing us to have robust and seamless communication with you no matter where you are.





Rebuilt in 2015 to be fully customizable and DIY friendly, our community platform, Instinct™, meets you where you are.

Depending on the length of engagement and depth of analysis, a community team can comprise from three to eight members, often with experience in your industry.

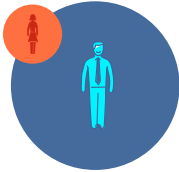
## A TEAM BASED *on your needs*

This dedicated group will extend their time and talent toward understanding your organization's dynamics. Managing activities from beginning to end, they become acquainted with and internalize your preferences and styles, to ensure our team is in lock-step with yours.

No matter your level of involvement, a core member will heavily engage in and monitor the environment on a daily basis—as one of our anchors of success is a strong presence within the community.



# FULL-SERVE, SELF-SERVE *and everything in between*



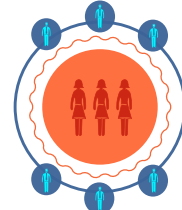
## *Self-Serve*

Stick to the basics. Set-up, training, member engagement and consult provided—the rest is up to you and your internal resources.



## *Hybrid*

Find your happy medium by selecting a la carte options based on depth, duration, and level of collaboration.



## *Full-Serve*

Gain a trusted partner from setup to socialization. This more integrated approach helps fuel learning and add bandwidth to your team.

*depending on your level of service*

## TEAM MEMBERS AT THE READY



### *Moderator/Storyteller*

Your primary contact works closely with you to understand your goals and ensures project management is on target with objectives, timeline and budget. While overseeing project design, logistics, analysis and reporting, this day-to-day player is fluent in activity creation and insight generation and well-versed in qualitative and quantitative research.



### *Consultant*

This strategist guides the team from a high-level business perspective in establishing proper techniques while synthesizing insights across activities and studies. He or she often brings tenured experience in both b-to-b and b-to-c sectors across large-scale projects involving multivariate analyses (i.e., segmentation, regression, conjoint, factor and mapping techniques).



### *Engagement Specialist*

This face to the outside world displays our appreciation for participants through active listening, responsiveness, interface support, and incentives. Highly versed in the platform, he or she can help you make the most of your community tools.



### *Additional Experts*

Our *Data Scientists* embrace and harmonize enterprise and disparate data sets, while exploring new tools that move our clients bravely into the evolving landscape of big data. Our *Communication Designers* specialize in curating and socializing knowledge, ultimately making it more immersive, consumable and easier for internal teams to act on. And of course, your core team will collaborate with other multidisciplinary thinkers as needed.



### *Programmer/Tool Builder*

This technologist is equipped to build activities and studies that require complex programming language, leveraging a wide variety of analytical tools and models.



### *You & Your Team*

A community can only reach its full potential if you're in it with us. Success hinges on you, too!



YOU



GONGOS

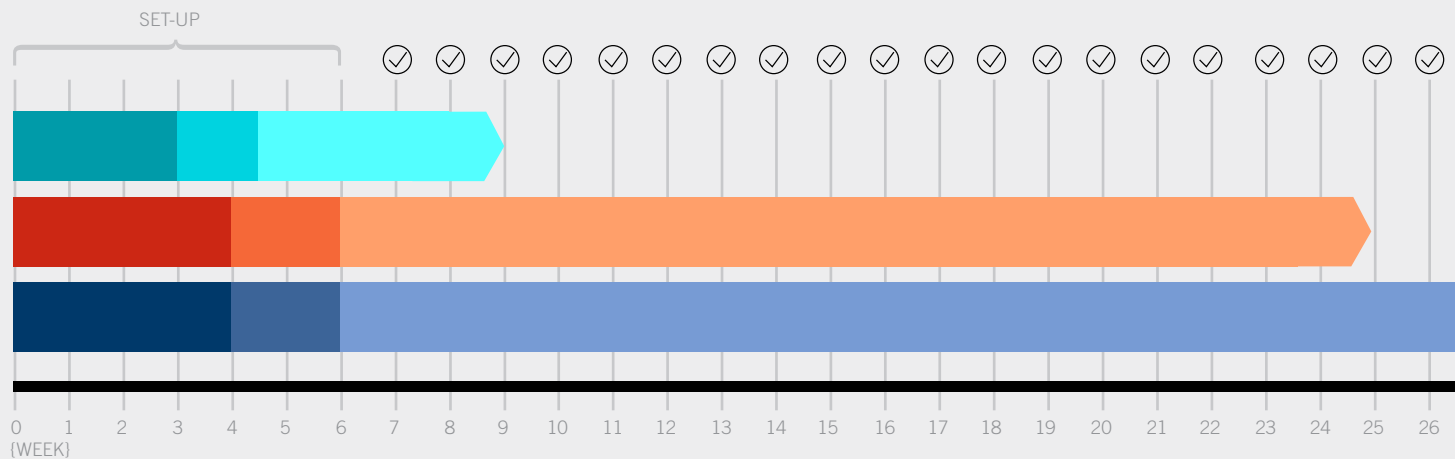
# What to expect: T



**SHORT-TERM ENGAGEMENTS** Self-serve or full-serve, boards or journals, addressing ad hoc needs or chipping away at larger business initiatives—beginning with the standard setup time, your insights can be turned around to you as quickly as your timeline dictates.



**FLEX ENGAGEMENTS** A little more than a year-long community engagement, we can run your activities or do it yourself, set-up to timeline to budget, ensuring



## Set Up

The community setup process generally spans 4-6 weeks from kickoff to launch, as the core team becomes entrenched with yours to set milestones and assign responsibilities. As necessary, tighter timelines can be accommodated through an accelerated approach.

Setup activities include finalizing the sample plan, obtaining sample (if not provided), creating a recruitment screener, and designing the site's environment.

## Tools and Automation

Along with built-in data validation, we employ a variety of tactics to ensure the highest quality data. Multiple checks validate the integrity of qualitative open-ends and prohibit straight-lining and speeding quantitative completes.

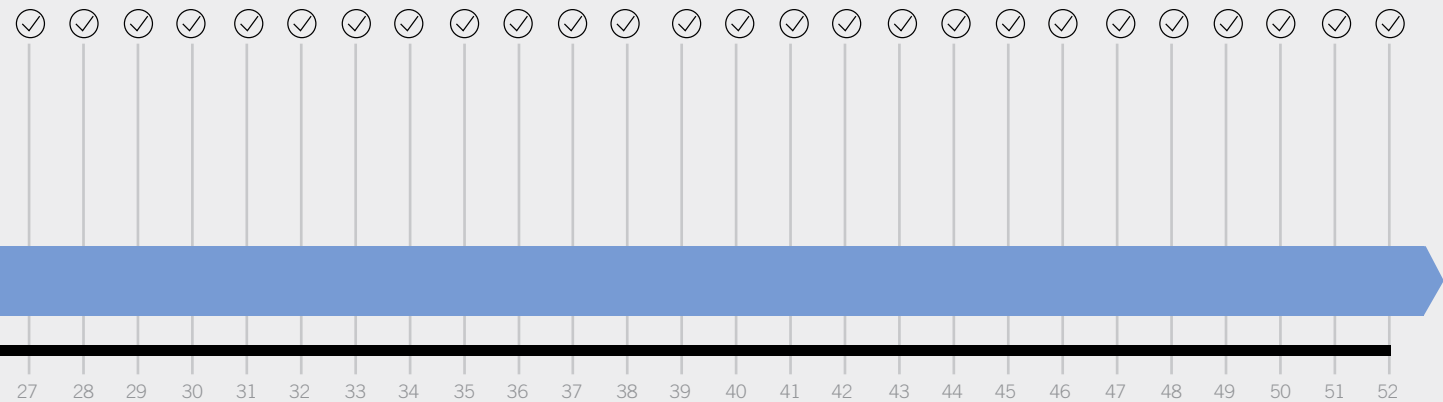
While PowerPoint deliverables are standard, our built-in dashboards provide a real-time quick read on insights. Survey data can also be viewed through our online cross-tab tool, and data exports are provided in SPSS and Excel. These exports, alongside reports and notes, can be easily shared and downloaded in a client-only area. Exports from ad hoc surveys conducted via Gongos can also be housed here for cross-referencing and easy access—acting as a knowledge repository.

# THE NUTS AND BOLTS

more than point-in-time but not you might be accustomed to. Let self—options are flexible from ing you get just what you need.



**LONG-TERM ENGAGEMENTS** Typically more full-service, but they don't have to be. They can be multi-country, multi-brand, or even a panel answering one or more pressing business questions. Gain wisdom over time from our carefully recruited sample that can help you make your toughest decisions.



## *Member Engagement*

To elicit expected behavior from members, we employ a variety of consumer engagement methods. First, we establish a weekly cadence of activities by posting the same day each week, ensuring no more than a two-week gap exists between participation opportunities. Members are offered one week to respond to queries and monetary incentives are strategically deployed to ensure quality responses and reward participation. Lastly, we respectfully work with members who are not delivering desired quality.

## *Partnership & Planning*

Our collaborative journey truly begins with an activation session. There, we create a learning plan that steers our strategic direction and allows us to brainstorm initial activities, guiding the implementation strategy.

Comprehension of multiple user groups within your organization enables us to develop tactics that include the right level of participation and socialization to maintain stakeholder engagement.

Once the community is up and running, you can expect weekly reviews of insights from posted activities and prioritization of future topics (including periodic reference of the learning plan). We also identify cross-learning from previous activities to ensure depth of insights and longitudinal learnings.



# THE ART *of* SOCIALIZATION

Understanding the languages of learning across internal audiences and knowing how they best consume knowledge is as vital to decision making as the knowledge itself. When your initiatives call for it, you can trust our insight curators and communication designers to use whatever medium necessary to transform information into actionable narratives.

If you dare to think outside the report, here are ways community insights have presented audiences and stakeholders with immersive and vivid avenues to learn, socialize and retain knowledge.

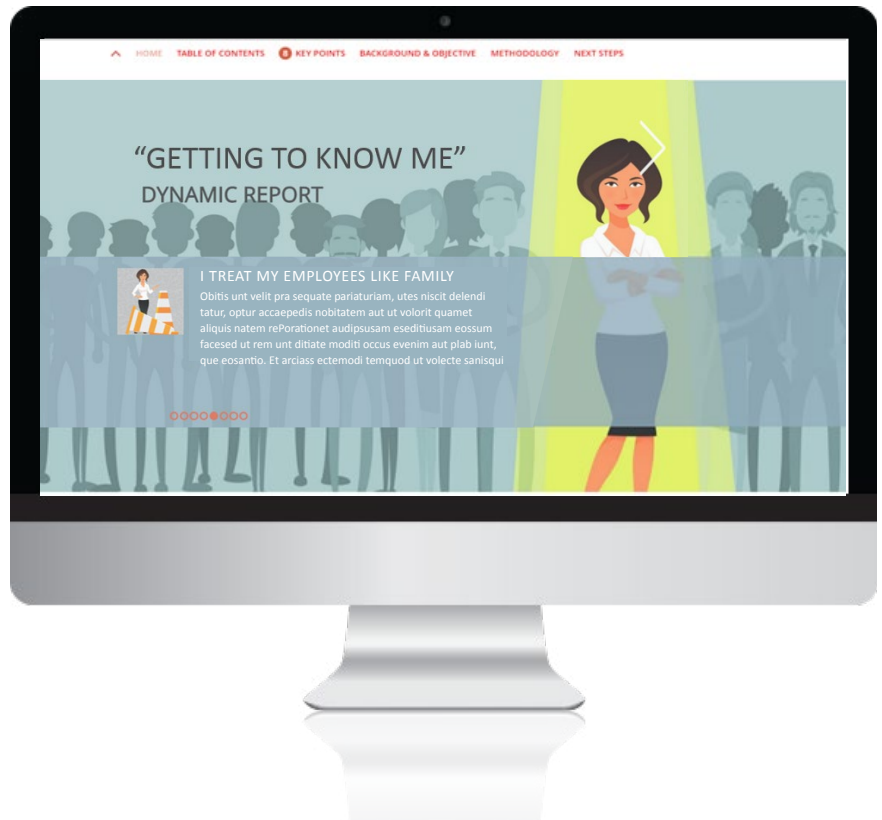


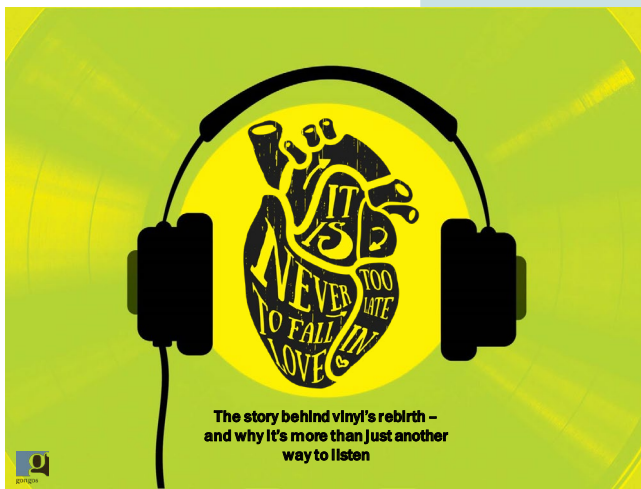
**BOUND BOOKS**  
COFFEE TABLE STYLE  
VISUAL NARRATIVES

**DYNAMIC REPORTS**  
INTERACTIVE ONLINE REPORTING TOOL



**INFOGRAPHICS**  
BLEND OF TEXT, DATA & VISUALS





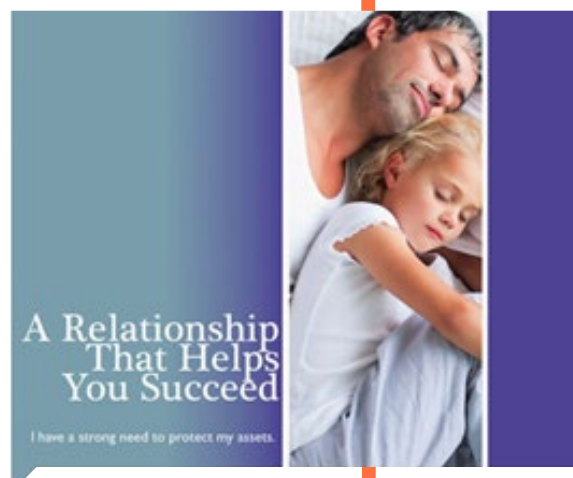
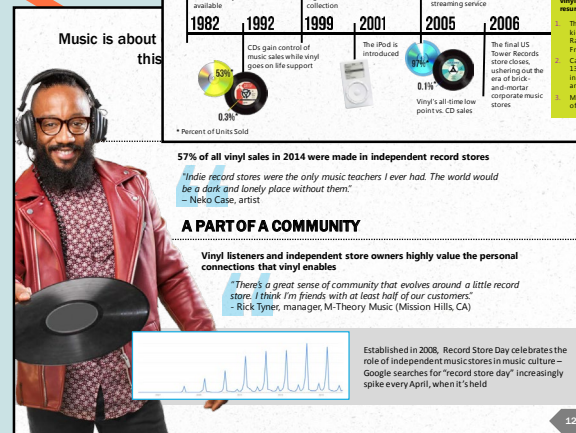
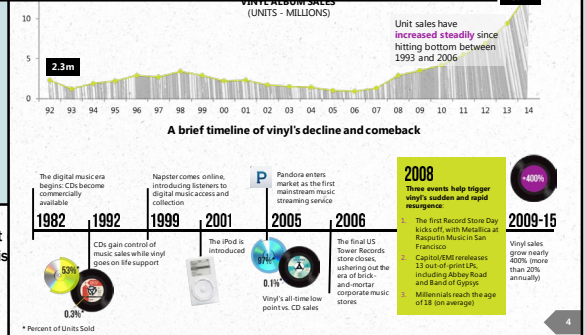
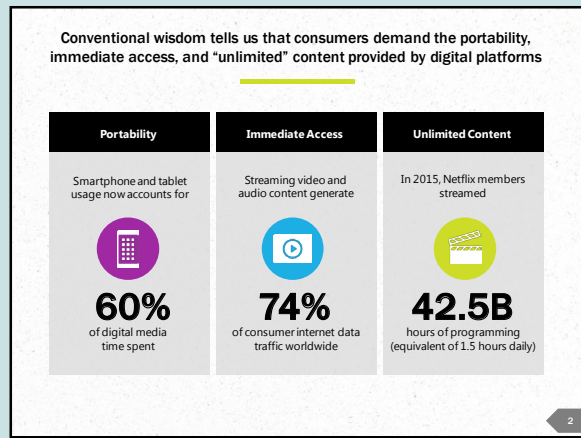
## PRESENTATIONS CONTENT VISUALIZATION



## CLIENT INTRANET QUICK POLLS



## VIDEO STORIES MOTION GRAPHICS OR LIVE FOOTAGE

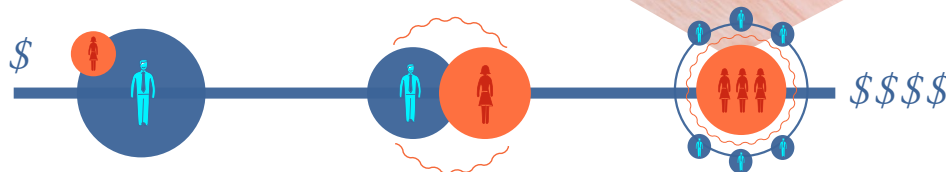


## INTERNAL CAMPAIGNS SOCIALIZATION REELS

# BANKING *on Communities*

We treat your budget like it's our own, carefully monitoring spend to maximize ROI and results. Depending on your business objectives, engagement duration and frequency, member population, and service level, we create a pricing strategy at the onset and revisit it periodically. Our options enable you to flex and stretch to create measured value for your organization. If changes to the initial plan occur and require additional resources, we'll work with you to forecast and/or adjust the budget accordingly.

Of course, pricing plans are customizable for larger scope activities and augmented approaches that include complex surveys, mobile interviews, live group chats, online focus groups, non-English translations, meta-analyses, advanced analytics, data convergence, and socialization collateral.



## *Full-Serve Engagements Typically Include:*

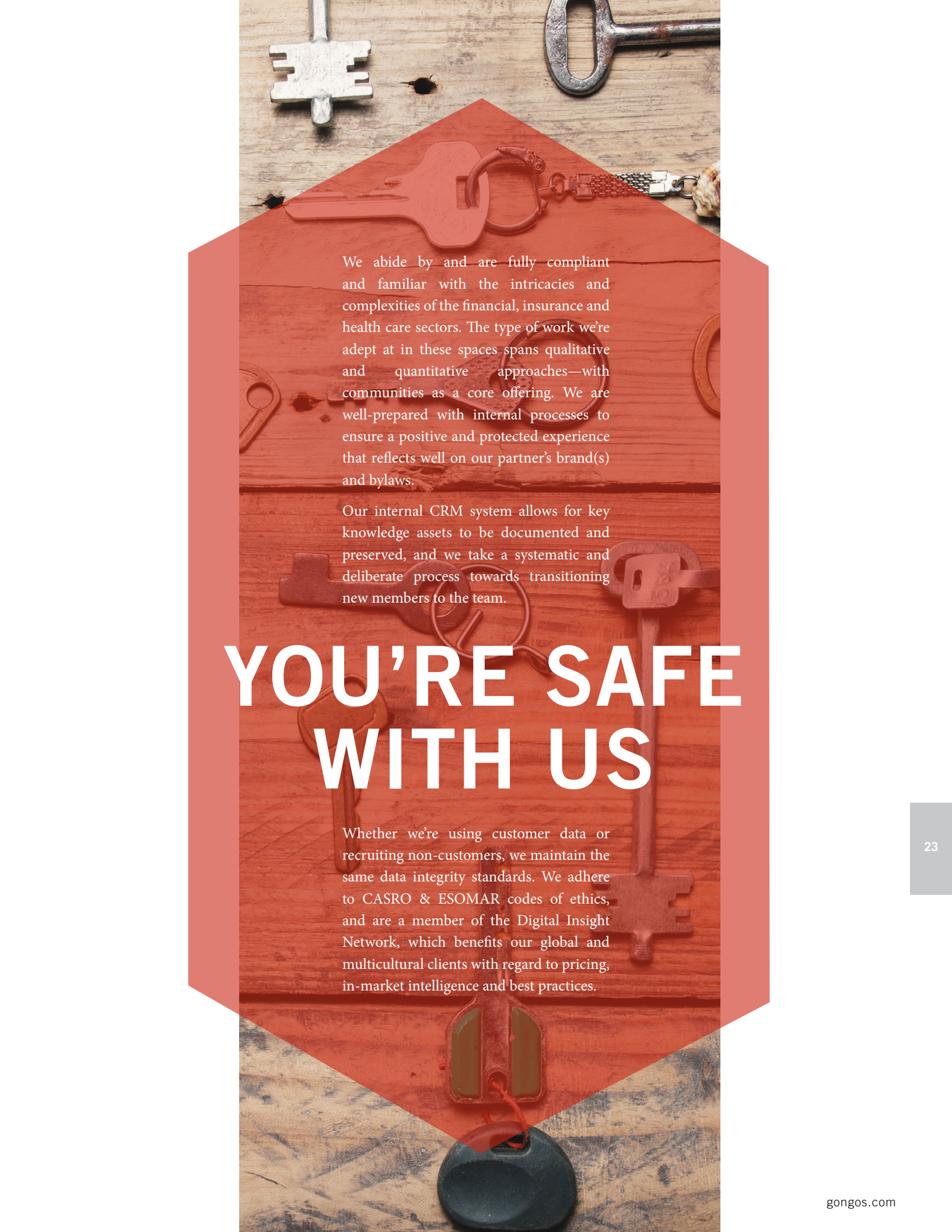
- One-time set up cost to design and launch the site (branded or blinded)
- Creation and programming of screening survey
- Member recruitment and sample costs<sup>†</sup>
- Initial and ongoing training with your team(s)
- Monthly licensing fee to host the site
- Member engagement and recruit refresh
- Monthly incentive pool (tiered and otherwise)
- Research activity design, management and moderation
- Analysis tools, data exports and dashboards
- Weekly reporting and monthly/quarterly summaries ■
- Access to Consumer Village for supplemental and objective input<sup>††</sup>
- 24/7 tech support

<sup>†</sup>When using customer lists, we handle with ultimate sensitivity

<sup>††</sup>Gongos' proprietary continuous community

■ Optional to client





We abide by and are fully compliant and familiar with the intricacies and complexities of the financial, insurance and health care sectors. The type of work we're adept at in these spaces spans qualitative and quantitative approaches—with communities as a core offering. We are well-prepared with internal processes to ensure a positive and protected experience that reflects well on our partner's brand(s) and bylaws.

Our internal CRM system allows for key knowledge assets to be documented and preserved, and we take a systematic and deliberate process towards transitioning new members to the team.

# YOU'RE SAFE WITH US

Whether we're using customer data or recruiting non-customers, we maintain the same data integrity standards. We adhere to CASRO & ESOMAR codes of ethics, and are a member of the Digital Insight Network, which benefits our global and multicultural clients with regard to pricing, in-market intelligence and best practices.

# LET'S CHAT.

**CONTACT**

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