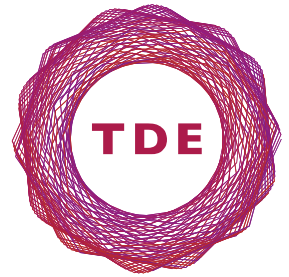


THE DIGITAL EDGE

MARCH 2013



The process

- ▶ Tweak the template questionnaire (up to 2 extra questions permitted) and customise the attributes
- ▶ Choose from the optional blocks of brand health available
- ▶ Choose your preferred style of data delivery
- ▶ Receive your data, inclusive of all standard consumer profiling



Brand Health Dip

QUICKSMART RESEARCH

Need to understand people's awareness, attitude and behaviour towards your brand without having to enter into a long-term tracking contract ; **without breaking the bank and quickly...**

Introducing the **Brand Health Dip** from The Digital Edge "Quick Smart" product range, a template brand health dip, written by a researcher and pressure tested to ensure it gives you what you need, and quickly.

Each category is tested via N = 400 Nationally Representative Australians, and data delivered within the week in tables or via pre-designed charted dashboard form

1 Tweak the Questionnaire

2 Choose your content

3 Reap the Benefits

Block 1: Brand Health (Mandatory)

- ▶ Brand awareness (un/prompted)
- ▶ Consideration
- ▶ Purchase
- ▶ Future intention

Block 2: Brand perception

- ▶ Battery of 8 perception statements

Block 3: Ad awareness

- ▶ Un prompted/ prompted awareness

Block 4: Ad evaluation

- ▶ Cut through
- ▶ Branding
- ▶ Message
- ▶ Call to action

- ▶ Robust, high quality, nationally representative sample
- ▶ Fast turnaround
- ▶ Cost-effective in comparison to custom designed concept tests

Costs (exc. GST):

Block 1

- ▶ Tables Only : \$5,000
- ▶ Charted Dashboard : \$6,000

Block 2:

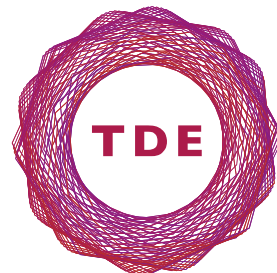
- ▶ Tables Only : \$1,000
- ▶ Charted Dashboard: \$1,500

Block 3: Ad awareness

- ▶ Tables Only : \$1,000
- ▶ Charted Dashboard: \$1,500

Block 4: Ad evaluation

- ▶ Tables Only: \$1,500
- ▶ Charted Dashboard: \$2,000



The process

- ▶ Just name when you want to do your next dip, and we'll repeat exactly the same again
- ▶ Choose whether you want to add an extra optional block of brand health research/ change the advertising
- ▶ Receive your data, with all previous tracking dips included.



Brand Health Tracking

QUICKSMART RESEARCH

Extend your QuickSmart Brand Health Dip into a Tracker.... With no contract or timetable to adhere to, you control when you do your next dip, and the next one... **without breaking the bank and quickly...**

Introducing the **Brand Health tracker** from The Digital Edge "Quick Smart" product range, a template brand health dip, written by a researcher and pressure tested to ensure it gives you what you need, and quickly.

Each category is tested via N = 400 Nationally Representative Australians, and data delivered within the week in tables or via pre-designed charted dashboard form

1

Name when you want to field

2

Repeat or Add a block

3

Reap the Benefits

Block 1: Brand Health (Mandatory)

- ▶ Brand awareness (un/prompted)
- ▶ Consideration
- ▶ Purchase
- ▶ Future intention

Block 2: Brand perception

- ▶ Battery of 8 perception statements

Block 3: Ad awareness

- ▶ Un prompted/ prompted awareness

Block 4: Ad evaluation

- ▶ Cut through
- ▶ Branding
- ▶ Message
- ▶ Call to action

- ▶ Robust, high quality, nationally representative sample
- ▶ Fast turnaround
- ▶ Cost-effective in comparison to custom designed concept tests

Costs for dip 2 onwards (exc. GST):

Block 1

- ▶ Tables Only : \$4,000
- ▶ Charted Dashboard : \$5,000

Block 2:

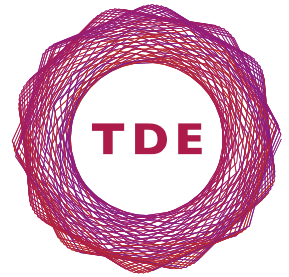
- ▶ Tables Only : \$750
- ▶ Charted Dashboard: \$1,000

Block 3: Ad awareness

- ▶ Tables Only : \$750
- ▶ Charted Dashboard: \$1,000

Block 4: Ad evaluation

- ▶ Tables Only: \$1,200
- ▶ Charted Dashboard: \$2,500



The process

- ▶ Tweak the template questionnaire (up to 2 extra questions permitted) and provide your finalised concepts
- ▶ Choose your preferred style of data delivery
- ▶ Receive your data



Concept Tester

QUICKSMART RESEARCH

Extend your QuickSmart Brand Health Dip into a Tracker.... With no contract or timetable to adhere to, you control when you do your next dip, and the next one... **without breaking the bank and quickly...**

Introducing the **Brand Health tracker** from The Digital Edge "Quick Smart" product range, a template brand health dip, written by a researcher and pressure tested to ensure it gives you what you need, and quickly.

Each category is tested via N = 400 Nationally Representative Australians, and data delivered within the week in tables or via pre-designed charted dashboard form

1 Tweak the Questionnaire

CONCEPT TEST 2012
Estimated average length: 10 minutes
National Representative 18+ years old

Thank you for participating in this important survey. Before we start, please take a second to read the following simple instructions:

After you answer questions please click on the "Next" button at the bottom of each survey page - don't just hit the "Enter" key.

You can suspend the survey and finish it at a later time by clicking on the "Suspend" button. (Click on the original link to re-start where you left off)

If you want to quit the survey please click on the "Suspend" button at the bottom of the survey window - don't just close the window.

Please click "Next" to start the survey...

51 Please indicate the industry/ occupations anyone in your household work in. **MR** (Please select all that apply)

Advertising or marketing	1	TERMINATE
Market research	2	TERMINATE
Food services or catering company	3	TERMINATE
Brewing/liquor industry (including pubs)	4	TERMINATE
Bakery/manufacture or retail of bakery products	5	TERMINATE
Banking and Finance	6	TERMINATE
None of these	7	

52 Are you... **SR**

Male 1

Female 2

53 Please type in your age? ____ (please enter below)

54 How much would you expect this product to be priced?

De 1 (INSERT HIGHEST PRICE)

Di 2 (INSERT PRICE)

Di 3 (INSERT PRICE)

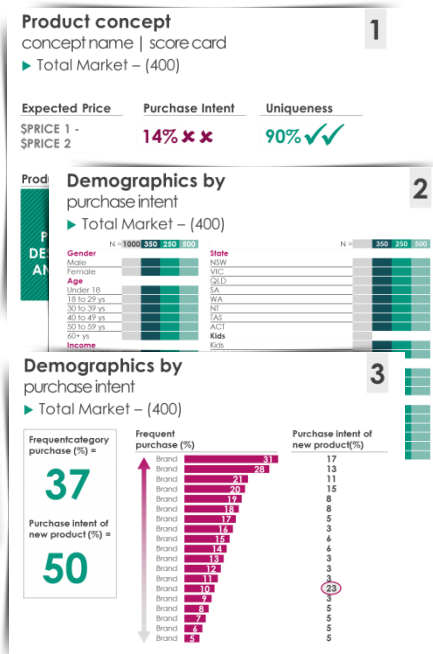
Di 4 (INSERT PRICE)

55 I would purchase this product (in addition to other products) 1

I would purchase this product (instead of other products) 2

PROGRAMMER LOOP B1 B9 FOR EACH CONCEPT - EACH RESPONDENT ONLY SEES 3 CONCEPTS

2 Choose your Output



3 Reap the Benefits

- ▶ Robust, high quality, nationally representative sample
- ▶ Fast turnaround
- ▶ Cost-effective in comparison to custom designed concept tests

Costs for dip 2 onwards (exc. GST): 3 concepts

- ▶ Tables Only : \$3,800
- ▶ Charted Dashboard : \$4,800

6 concepts:

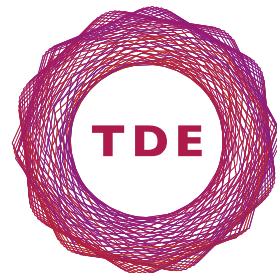
- ▶ Tables Only : \$5,000
- ▶ Charted Dashboard: \$6,000

9 concepts

- ▶ Tables Only : \$6,300
- ▶ Charted Dashboard: \$7,300

12 concepts

- ▶ Tables Only: \$7,500
- ▶ Charted Dashboard: \$8,500



USES

- ▶ Advertising, product and concept testing
- ▶ Building loyalty and advocacy with customers, non-customers and other stakeholders
- ▶ New product development
- ▶ Co-creation with stakeholders (customers, non-customers, employees etc.)
- ▶ Website and app testing
- ▶ Research into sensitive topics

ADDITIONAL INFORMATION

Recruitment

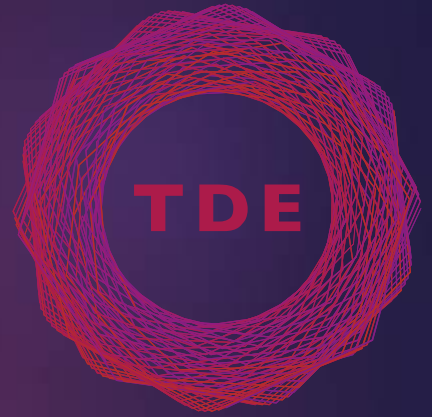
Participants for the community can be recruited through The Digital Edge's online panel, YourOpinion, via a survey – or through traditional recruitment methods. Successfully screened participants will be sent an invitation email with details on how to join the community. Only selected participants are able to enter the community.

Research Tasks

Tasks are preloaded into the community platform and can be modified, deleted or new ones added instantly throughout the duration of the community. Tasks can be set to open and close on specific dates and can run concurrently.

Data Review

Once community members begin to participate in the tasks, data will be added to the 'review' pane in real time. This data can be ranked, tagged and have notes added to it, all of which can be exported with the original task data at any time during the community



Thank you

THE DIGITAL EDGE

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