



## It seems like everyone's talking about **Research 2.0**, but at Qubiq we're not just talking we're doing.

### The idea's great ...

There's huge potential for online communities as a research tool, but we're the first to admit that it can be somewhat daunting! Establishing how to make a community work for you is a real challenge, but what's not in doubt is the massive pool of valuable information that's out there just waiting to be tapped into.

Online communities can be a great source of insight for marketers and anyone involved in brand or product development. They can be used to glean valuable nuggets of information from general discussion, or developed with a view to building a

focussed and committed panel of respondents who can be used for tailored surveys and qualitative research.

For example, you could set up a forum specifically inviting the community to collaborate on new product development ideas. Alternatively, you might be interested in creating a more general platform with a community of customers who can socialise with each other and, in doing so, be a source of insight as well as encouraging word-of-mouth marketing and advocacy.

**The options are almost endless!**



## ... but it's not easy

Thankfully, Qubiq is here to help you develop your own online communities. We believe that every project's different, and will work with you to define the opportunity and objectives, before custom building your forum and managing the recruitment and launch phase. We even offer an ongoing moderation and management service if that's appropriate.

Qubiq's advantage lies in the combination of our technical capabilities coupled with real research expertise, which can help you get the most out of this exciting new information source.

For an example of an online forum, please visit **[www.pulsefoodanddrink.com](http://www.pulsefoodanddrink.com)** which we developed and manage on behalf of a syndicate of clients from the food and drink industry.



## So who are we?

Qubiq's a young and vibrant agency providing a full range of online research solutions. We're solely focused on online research, so we really know how to get the best out of this medium whether it's for qual or quant projects.

Importantly we're proper researchers, which means you're guaranteed creative thinking, excellent project management and real insight at the end of the process.

We also acknowledge that good research is a two way process. So we design surveys and online environments that are engaging, challenging and interesting for respondents - leading to better quality data. With our research everyone's happy!

To find out more give us a call on

**01491 822555** or visit

**[www.qubiq-online.com](http://www.qubiq-online.com)**

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