



FINCH
BRANDS

better, simpler
consumer research

FINCH BRANDS DIGITAL INSIGHT COMMUNITY

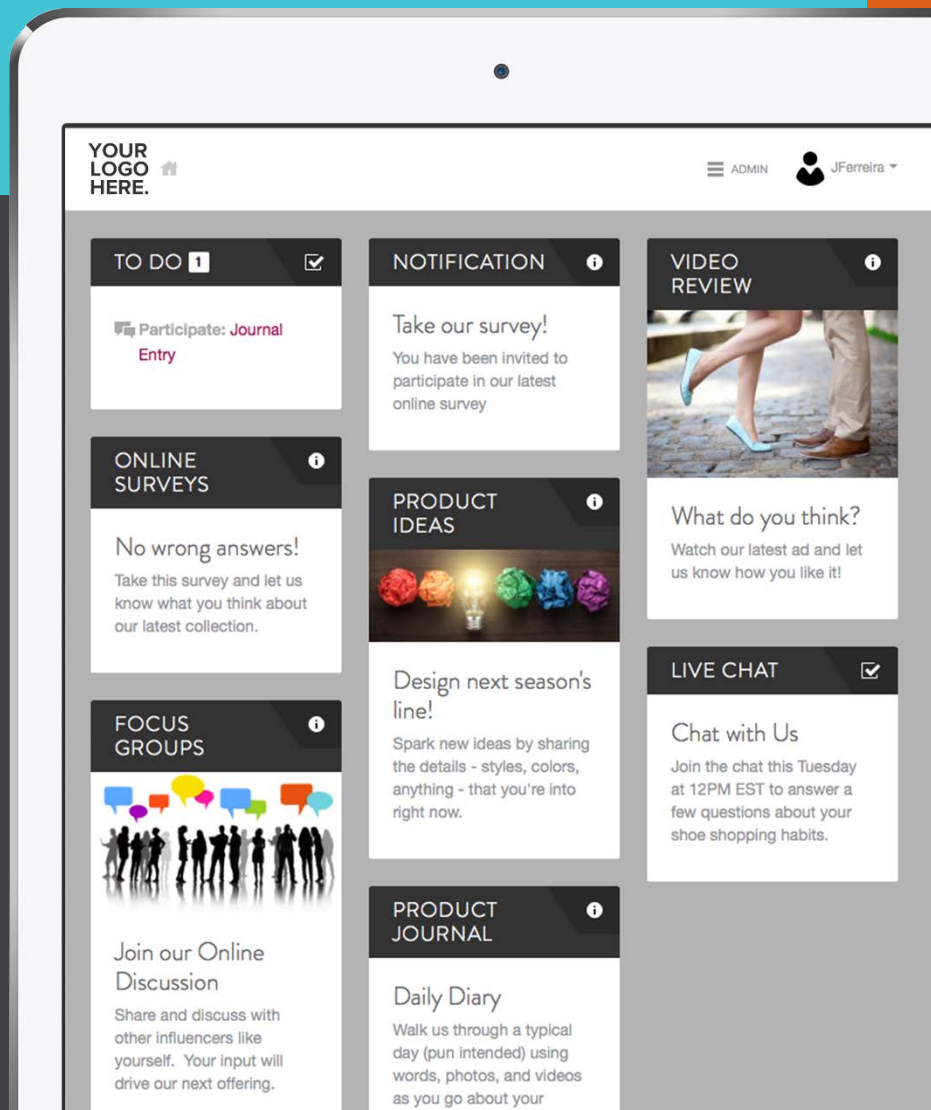


why it matters.

Most companies have a steady flow of decision points in product development, marketing, and beyond. That leaves them with two imperfect options: either invest time/money in fully customized research every time or simply go without data that would be helpful. Technology has made this a false choice – Finch Brands has developed a solution.

WITH THE FINCH BRANDS DIGITAL INSIGHT COMMUNITY, OUR CLIENTS:

- Save 30-40% versus custom research
- Get key questions into the field almost in real time
- Deploy an innovative mix of research methodologies
- Access the analytical and business building wisdom of the Finch Brands team



broad capabilities.

ACTIVITY TYPE	ACTIVITY DESCRIPTION
Surveys	Online surveys to the panel Compatible across all mobile devices
Ideation Sessions	Crowdsourcing ideas with group brainstorming Commenting, rating, and voting help prioritize ideas
Live Chat	Capture immediate feedback with live chat Seamless client backroom
Focus Groups	Interactive discussions capture in-depth insights Collect text, images, or video in a store, at home - anywhere
Journals	Capture surveys, text, images, video Great for Shop-alongs, in-home ethnography, diaries, trackers and more

research made simple.

1 INSIGHT NEEDED?

- Product/service ideas
- Product/service concept testing
- Product/service optimization
- Claims testing
- Package testing
- Pricing studies
- Website feedback
- Advertising testing
- Trend tracking
- And more...

2 ASK QUESTIONS.

- Online surveys
- Virtual focus groups
- Live chats
- Ideation sessions
- Journals

3 GET ANSWERS.

- Current customers
- Prospective customers

how it works.

FINCH BRANDS:

- Creates the online research community
- Creates an incentive structure for members
- Plans and programs all research initiatives (build instruments, moderate sessions, etc.)
- Analyzes all research initiatives and delivers actionable recommendations

BASE STRUCTURE OF WORK

- Baseline assumes 12 research interactions over the course of a year with large-scale panel customer (thousands of people)
- Additional interactions can be added at a later date based on opportunistic needs
- We can invite participants to in-person sessions as need be with additional incentives



contact us

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