

HEAR WATCH SAY

A Community for Media and Technology
Insights 24/7

Hear Watch Say (HWS) is an on tap, syndicated research community made up of over 3,000 media and technology enthusiasts. Going beyond a research panel, **HWS** actively engages members in weekly discussions where they share content and opinions on everything from TV, movies and music to gaming, technology and more. They have their finger on the pulse of the hottest industry trends, and a desire to share their opinions with brands and decision makers.

Use Hear Watch Say as a fast, low cost research solution to significantly reduce the cost of maintaining a standalone community or executing more traditional research.

CONCEPT TESTING

VALIDATE IDEAS AND CONCEPTS:

- Uncover content ideas for future development
- Optimize original content including TV programming and online
- Evaluate new shows and gauge intent to view

MARKETING TESTING

LEVERAGE QUAL AND QUANT:

- Assess marketing and advertising effectiveness
- Evaluate promotional sponsorships
- Identify themes and positioning that resonate most with audiences

BRAND TRACKING

GATHER REAL-TIME FEEDBACK:

- What's hot/new
- Competitive landscape
- Social media reach and effectiveness
- Shifts in behavior (longitudinal tracking)



FLEXIBILITY IN RESEARCH DESIGN

Our solution provides the flexibility to conduct ad-hoc research utilizing a large variety of tools:

\$5,000 per project	\$10,000 per project	\$15,000 per project	\$20,000+ per project
Engaging Surveys	Live Chats	Offline Focus Group	Co-Creation
Idea Exchanges	Mobile Geo-Targeting		
Contests	Social Intelligence		
Discussion Boards			
Blogging Activities			
Video Discussions			

Pricing includes design, copy development, programming, moderation, data pulls, analysis, topline reporting and member incentives. **Discounted rates apply for more than 3 projects.**

ABOUT IPSOS SMX

Ipsos SMX (Social Media Exchange) delivers research solutions driven by social data and consumer engagement. We put consumers at the heart of our clients' organizations by empowering them to have a voice in the decisions that impact their lives.

We are research for the people, by the people.

CONTACT US

For more information on Hear Watch Say please contact your Ipsos SMX representative.

We provide a full-service approach:

LOCAL MODERATION

Ipsos' global footprint ensures we have community managers on the ground with real cultural understanding to successfully engage with consumers

RESEARCH EXPERTISE

Our analysis and reporting methods leverage proven Ipsos frameworks, combined with category and market expertise.

INTEGRATED SOLUTIONS

Our communities were built to seamlessly integrate with research outside of the community, ensuring learnings have a broader business impact.