



ICONOCOMMUNITIESSM

ICONOCOMMUNITIES: THE VOICE OF THE CONSUMER — LOUD, CLEAR AND TOTALLY CANDID

IconoCommunities combine consumer-centric social networks with custom client services and rich, proprietary research to give businesses a real-life, real-time read on consumers' innermost moods, mindsets and motivations. Moderated by chat-savvy pros and grounded in Iconoculture's values-driven methodology, IconoCommunities engage consumers in open, honest, ongoing dialogues that reveal the why behind the what of consumer behavior to identify emerging opportunities and actionable business ideas.

FEATURES AND BENEFITS: CUSTOM PROJECTS. COMPREHENSIVE REPORTS. IN-DEPTH RESEARCH.

Custom deliverables are personalized to meet the unique needs, challenges and objectives of individual clients. The full 360:

- **Research Reports** — Comprehensive discussions or interactive surveys that leverage multiple questions to explore a specific topic; include initial strategic planning session, in-depth analysis and an exploratory report. Analysis includes key insights, illustrative consumer quotes, macro trends and values assessment, and thought starters.
- **QuickPulses** — Focused questions designed to quickly explore and analyze urgent client inquiries; number of questions can be scaled to accommodate client objectives. Analysis includes key takeaway, summarized results, illustrative consumer quotes, and macro trends and values assessment.
- **Transcripts** — Maximum of two questions, designed to gather quick answers to urgent client inquiries; transcripts include basic participant information, key participant demographics and all participant responses.

ICONOCOMMUNITIES APPLICATIONS: LOTS OF TALK. LOTS OF ACTION.

Test the waters. Take the temperature. Start a dialogue. Spark an idea. IconoCommunities are designed to enhance

- **Market Research** — Add dimension and context to quantitative data. Track opinions/attitudes/usage over time. Find out what's driving consumer behavior and get key findings in specific categories and markets.
- **Product Development** — Inspire idea generation for products, packaging, promotions, services and positioning. Discover emerging demands, unmet needs and underserved markets.
- **Retail Experience** — Where they shop. Why they buy. How they browse. Find out what consumers want from retailers and e-tailers today.
- **Marketing and Communications** — What messages resonate? What do consumers want to hear? Are they even listening?
- **Strategic Planning** — Inform strategic vision, brand strategy and marketing initiatives. Explore new categories and consumer spaces.
- **Concept Testing** — See which concepts fly and which ones die. Test taglines, descriptors, storylines, images or even short video spots.
- **Packaging Design** — See what styles, colors, layouts, formats, materials or other packaging elements and ideas pique interest for new or existing products.

QUESTIONS? GO TO THE SOURCE.

IconoCommunities are designed to complement our consumer research and advisory-services offerings. Find out how IconoCommunities can help you penetrate new markets, test new products or campaigns, gauge attitudes and opinions within specific categories or segments, and get you closer to the consumer than ever before. Contact Iconoculture today.

SYNDICATED ICONOCOMMUNITIES RESEARCH ALSO AVAILABLE

Syndicated IconoCommunities research is also available as an add-on data source to IconoIQ. Deliverables are regularly published throughout the year and include

- **Featured Reports** — Structured, insightful, in-depth narratives that synthesize key IconoCommunities findings into actionable insights and specific opportunities. Syndicated reports cover key topics and issues affecting consumers in different verticals, demographics and age groups.
- **IconoImpulse Bulletins** — Quick questions and impromptu surveys spontaneously created by IconoCommunities participants on top-of-mind topics. Syndicated bulletins use Iconoculture methodology to explore motivating factors behind unprompted and unexpected consumer opinions, attitudes and behaviors.