

Products & Services

Concept Development & Optimization

Package Design

Naming

Ad Development

Copytesting

Brand/Product Exploratory (A&U Studies)

Brand Imagery

Benefit/Claims Evaluation

In-Home Use Tests (IHUTS)

Online Diaries

Custom Panels

Why BuzzBack?

At BuzzBack, we've harnessed the power of the Internet to reinvent market research, keeping you better connected with consumers and ahead of the competition. Our suite of innovative, web-based tools helps you to dig deeper, and provides more meaningful results, while cutting both costs and timing throughout the entire development cycle.

The On-Demand Consumer

With current technologies (Web, cell, DVR), today's consumers are accustomed to experiencing life on their time and terms—not yours.

This begs the question:

- Are you reaching the right consumers?
- Are you still doing things the old way?

Commitment to Innovation

As Consumers Evolve, So Do We

Innovative BuzzBack tools allow you to interact with consumers in new and exciting ways that engage them online and on their terms. These tools provide insight and understanding that go beyond typical scores and numbers, delivered with the depth and speed you need to make quick, informed decisions. Take a closer look...

> eCollage™

Deeper Consumer Insights

80% of human expression is non-verbal, and most decision-making happens in the sub-conscious. Therefore, we need new ways to go beyond what consumers are saying and understand what they are feeling. With BuzzBack eCollage, pictures act as catalysts to elicit emotions more effectively, allowing for much deeper, more personal self-expression.



Image frequency data and other quantitative findings give grounding to depth and richness.



Fast & Flexible

A proprietary global panel of over 650,000 respondents with 24/7 availability.

From questionnaire to fielding within 24 hours.

Real-time online reporting allows you to log-in and see results as they happen.

Comprehensive final report with the full story in three weeks.

Typical projects: 17-21 days for complete turnaround.

A commitment to continuous development of new and innovative tools to keep you ahead.

> Configurator

Creating and Building Concepts

Configurator allows you to create concepts, explore new product names, and test packaging ideas by engaging consumers in new, idea building ways. With the assets you provide, respondents literally configure their own concepts and describe what they've developed.



Quantitative results as well as rich insights that explain the numbers.

> IDQ™ (Interactive Delphi Query)

Faster Idea Generation

Based on the Delphi technique, BuzzBack IDQ™ (Interactive Delphi Query) is a new online technology that enables you to generate ideas and dynamically evaluate them. The end result is a "real-time" stratified list of the best (and worst) ideas.



A new way to build and evaluate ideas in one step.



Get the full story faster—a comprehensive report in just 3 weeks.

A Holistic Approach to Development

Valuable consumer input every step of the way

Whatever stage you're in, we can help. Our web-based tools are dynamic, quick and easy to implement solutions for every stage in the development process.



Corporate Strategy
Development &
Internal Ideation



Consumer &
Category
Understanding



Concept Building &
Idea Development



Copy Testing &
Refinement



Quantitative
Testing &
Volumetrics

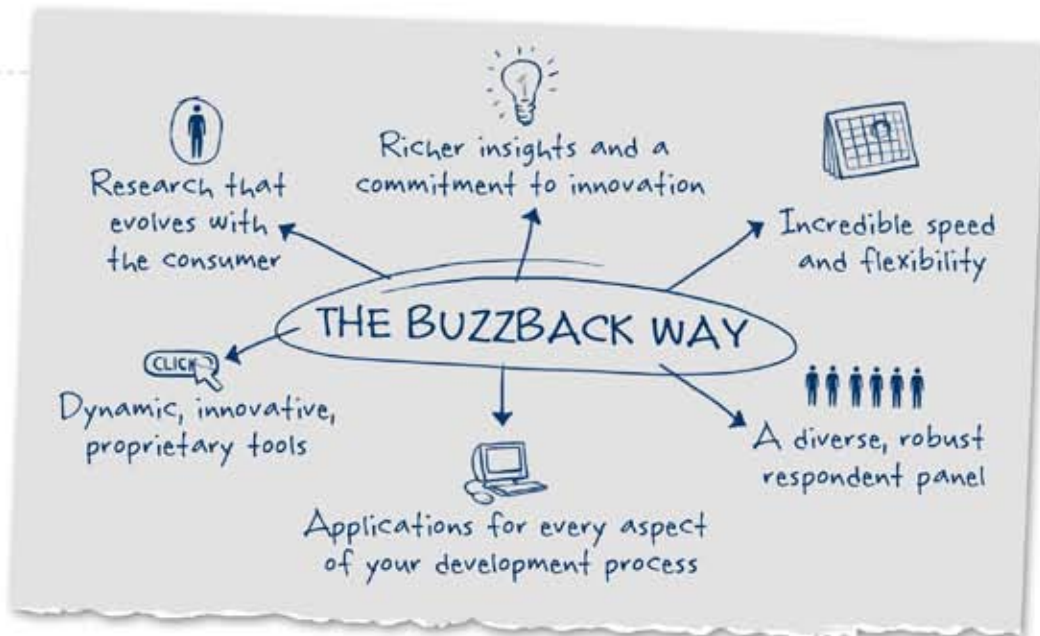
"Buzzing Back"

Research data often generates additional questions and issues. That's why we incorporate an optional follow-up phase so you can re-contact the most relevant and articulate participants for further in-depth probing. It's a time and cost efficient way to explore identified issues, test refined ideas, conduct in-home use tests and much, much more.

The BuzzBack Panel

Our Secret Weapon

Our dynamic database of over 650,000 respondents allows us to conduct most studies quickly and efficiently – even overnight. In addition, we've built custom proprietary panels for clients who want spontaneous access to key customer groups or difficult-to-reach targets. We can also work with your registered consumer list, and/or recruit from your website. We adhere to standard research practices established by CASRO, the ARF, ESOMAR and the AMA.



BuzzBack™
MARKET RESEARCH

BuzzBack USA

6 East 39th Street - 8th Floor - New York, NY 10016
P: +001 646 519 8010 or 800 481 0878
F: +001 646 519 8014 www.buzzback.com

BuzzBack Europe

70 London Road - Twickenham - Middlesex - TW1 3QS
P: +44 (0) 208 622 4422 or +44 (0)78 0470 0461
F: +44 (0)20 8588 3790 www.buzzback.com