

The "Fresh Forward" logo features the word "Fresh" in a teal, sans-serif font and "Forward" in a bold, black, sans-serif font. A white play button icon is integrated into the letter "o" of "Forward". The logo is flanked by two orange triangles: a large one on the left and a smaller one on the right. Below the main text, the tagline "The Future of Research" is written in a smaller, italicized, black font.

Fresh
Forward
The Future of Research

SMX

EXTRACTING INSIGHTS FROM SOCIAL MEDIA DATA

83 MILLION

Thailand Population (LIVE)

68,149,281

EIGHTY THREE MILLION

JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



MOST TIME USING INTERNET BY GEN



Gen Z

41.4
hrs/week



Gen Y

54.2
hrs/week



Gen X

47.1
hrs/week



Baby Boomer

41.4
hrs/week



Ipsos SMX (Social Media Exchange)

Our goal is to help clients inspire and accelerate business growth by making research smarter & putting consumers' voice at the heart of their organization

This enables them to **learn faster, earlier, more often** and more **efficiently**

We do this through listening and by creating engaging, collaborative, environments for brands to interact with consumers in real-time.

Our Solutions



Communities



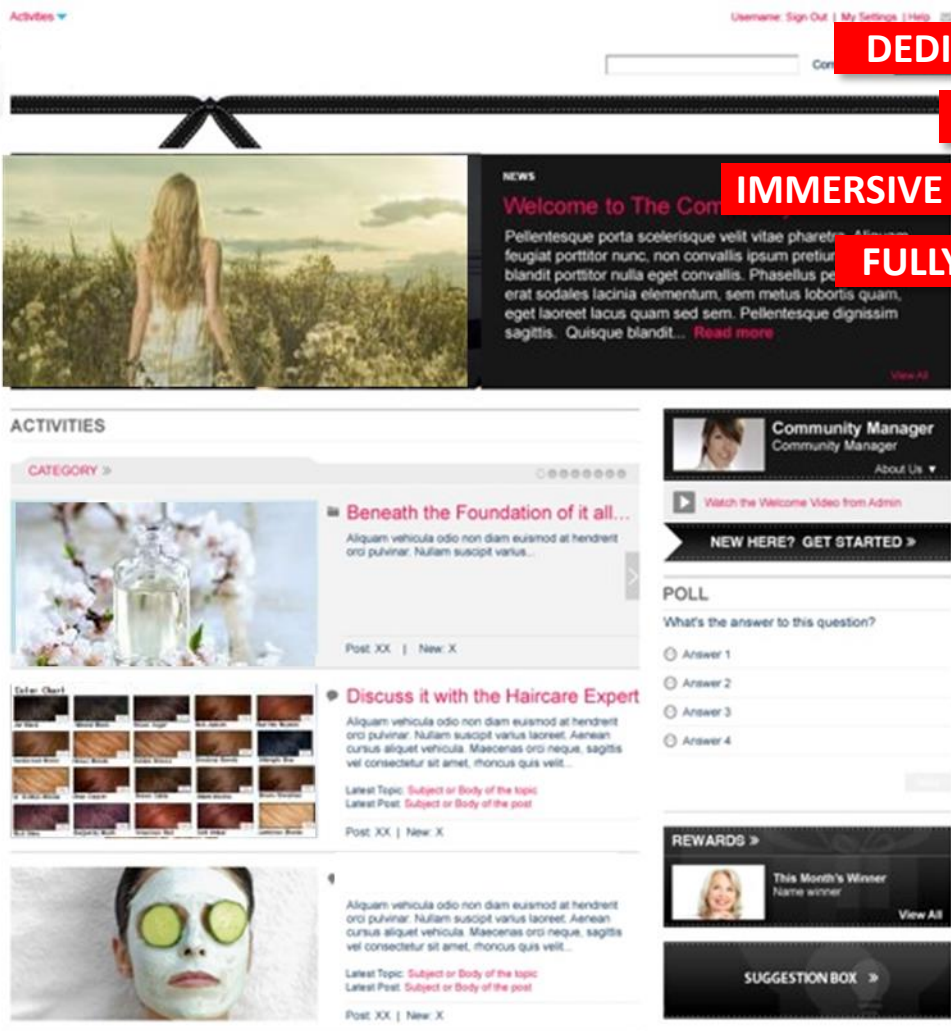
Social Intelligence





Communities





DEDICATED GROUP OF PEOPLE

ENGAGING ENVIRONMENT

IMMERSIVE INTERACTIONS OVER TIME

FULLY MODERATED BY EXPERTS

Spotlight Blog
Carousel blog containing blogs, latest updates, feedback etc

Research Activities
Features activities or a group of activities for full membership or a subset of members.

Community Info
Community Manager's info, Video Guide, FAQ and general community information

Rewards
Informs members of reward opportunities and rules.

Suggestion Box
Used to gain feedback from the members about topics or ideas that interest them.

INSTANT COMMUNITIES

Engaging, device-agnostic User Experience

Our feature rich, Multi Screen optimized Community platform allows for **engaging, powerful interactions** in the community, mimicking the Social Media experience of today's connected world



LIVE CHATS



VIDEO DIARIES



MARKERBOARD



BLOGS



CO-CREATION



SURVEYS



CONTEST



IDEATION



COLLAGE



DISCUSSIONS



Video Boards

Respondents can share their thoughts, opinions and experiences in a conversational manner via text and video messages. These boards can also be utilized for co-creation through a series of questions, starting with a broad topic, and funneling to more focused questions as the process unfolds.



Concept Mark-up

Our design board feature allows respondents to rate, highlight, mark and comment on product design concepts or creative materials. Data will be provided via a dedicated dashboard with manifold filter options, original comments and a heat map analysis.

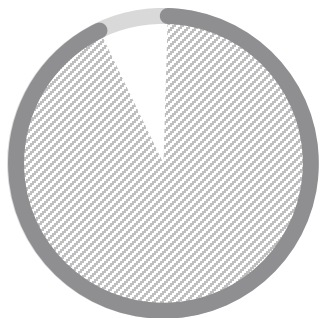


Ideas Exchange & Contest

Contests and Exchanges allow for head-to-head voting and co-creation on items that respondents submit, for example, My Best Fall Look, Coziest Room in the House, a product label design. As well, respondents can vote on content/stimulus provided by the client – media from archives; print ads; product concepts.

A FULLY INTEGRATED APPROACH

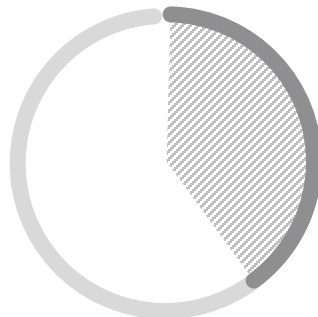
Using SMX Instant Communities



ONGOING

6 months +
1000+ members

An ongoing community for multiple objectives and stakeholders over time



POP-UP

1-5 months
100+ members

A short-term community for focused initiative-based learning with a defined audience



INSTANT

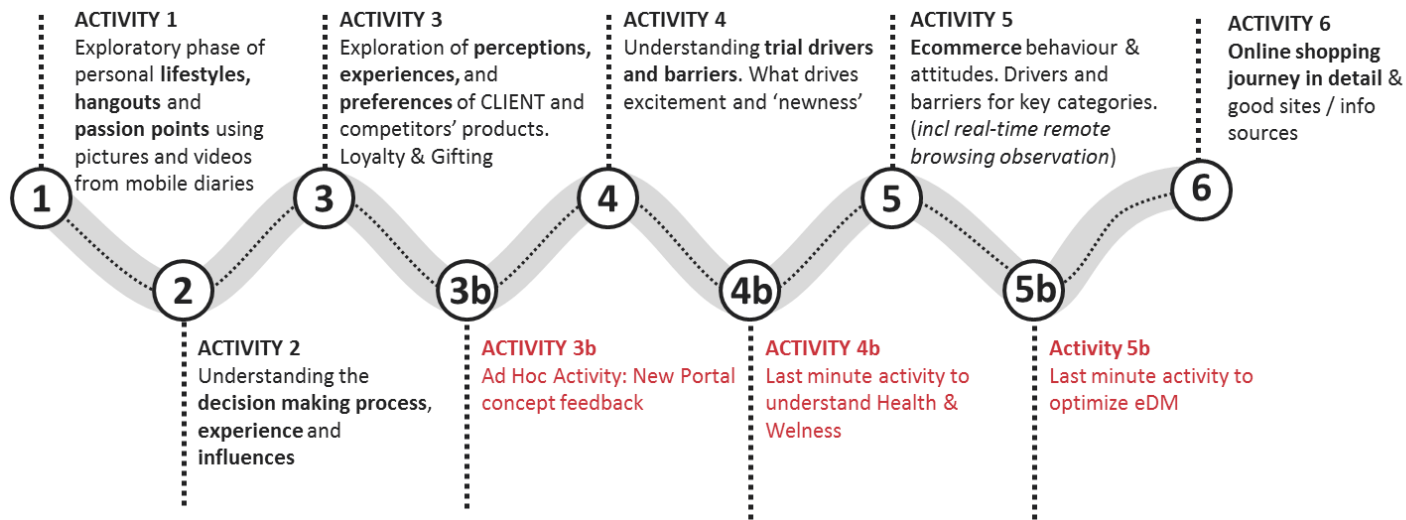
2-14 days
50+ members

Follow up from QUANT, use for quick optimization and depth

POP UP COMMUNITIES

Case: Affluent Women

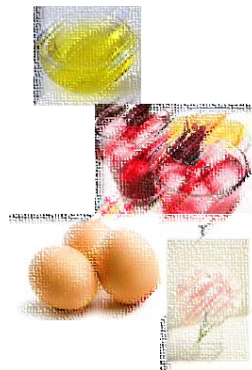
- CLIENT would like laser-focus in understanding affluent women and how to drive trial among this segment.
- We invited 20 affluent female consumers in Thailand to join an online community for 3 months. They are given different modules every 2 weeks – from lifestyle to media habits to path to purchase



INSTANT COMMUNITIES

Case: Men Daily Regimen

- CLIENT would like laser-focus in understanding Thai men and their daily regimen
- We invited 20 male consumers in Thailand to join an online community for 3 days. During the period, they would have to access the community for 2 times per days to record and do activities – on daily regimen, problems/concerns and unmet needs



REAL PEOPLE REAL LIFE

- REAL LIFE
- WITHIN THEIR COMFORT ZONE
- NO INTERVENTION



Ipsos



Social Intelligence



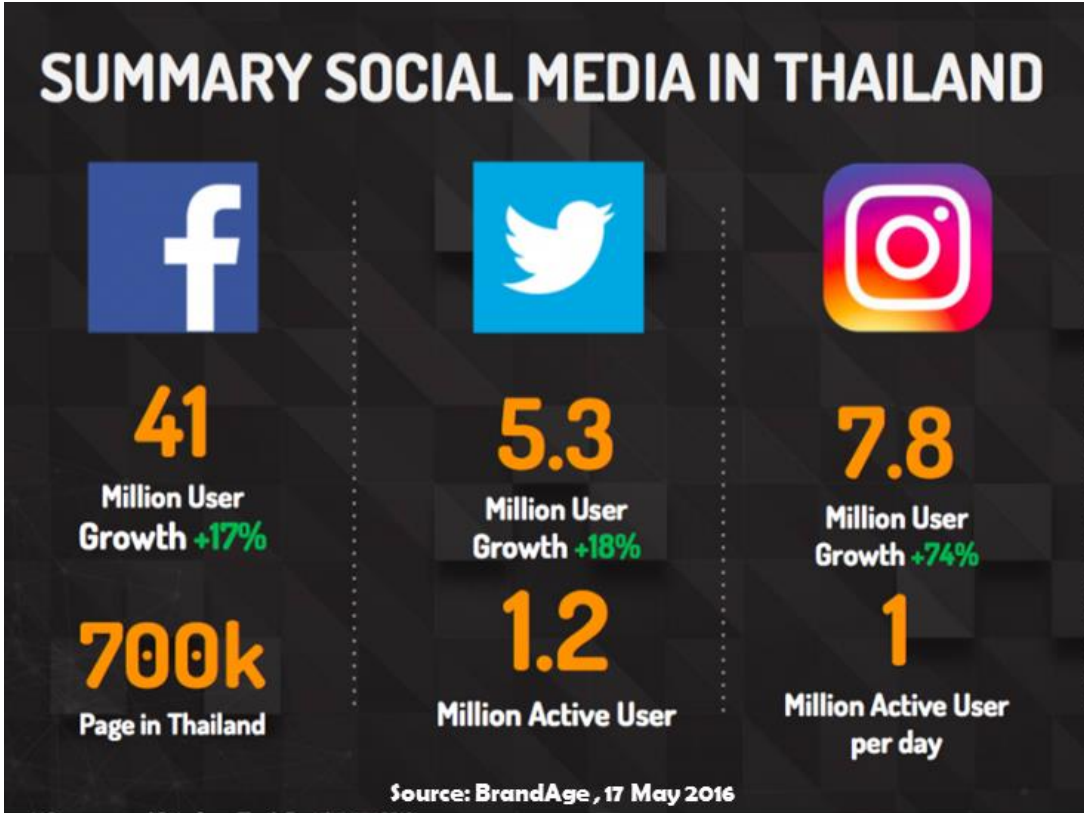


We transform Social
Media data into
**actionable, integrated
intelligence** that
inspires and
accelerates business
growth

DATA AVAILABILITY

Is There Enough Data to Work With?

Ipsos



35M+ Kratoo
3,000+ new Kratoo per day

THE TREND

Social Intelligence



NETNOGRAPHY

Qualitative, light weight approach , using content analysis on Social Media conversations – as prework or deep dive for a broader qual / quant study



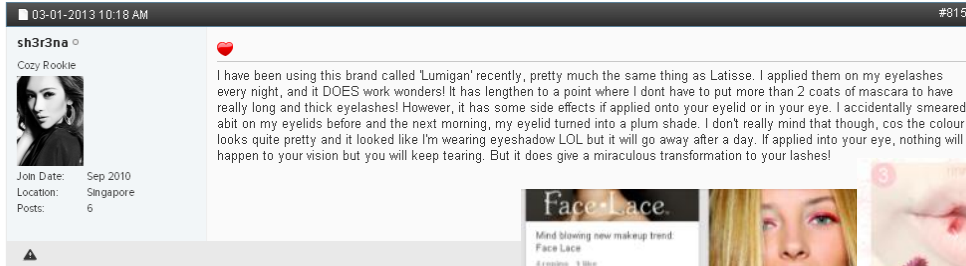
AD HOC SOCIAL LISTENING

In-depth **deep dive** focused on brands, products, competitors, category or topics.



ONGOING TRACKING

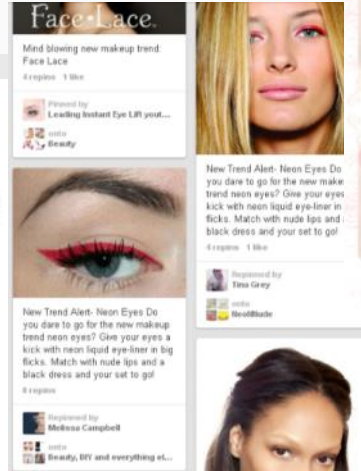
Continuous brand, product, category, competitor or topic **tracking**.



THE ONE AND ONLY MIRA

THINK OF STYLE THINK OF MIRADUMA

สาวสวยเซ็กซี่ร่างเล็กที่โด่งดังในชื่อ Total Look คนนี้ Miroslava duma ที่ออกมาจะแนวว่าให้สาว ๆ นพซัน ที่ไหนหลายรู้จักกันบ้าง เพราะจากการแต่งตัวที่โดดเด่น จนทุกคนต้องเซ็กซี่มาหัดเลียนแบบที่ชื่อว่า BUR0247_RU คือดีลที่นางสาวสร้างขึ้นเพื่อคอนเสิร์ต และ style การแต่งตัวสุดแนว นั่นนี้ใคร่ใคร่รู้จักนางไปดิ้นะ ฮันนี่ขอเตือนไว้เลยยย



By **systematically collecting** and **analyzing** samples of **existing conversations** on the Internet on an ad-hoc (or ongoing basis), we can obtain **actionable information** and **insights** to effectively build hypothesis and discussions during the Qualitative and even Quantitative stages

ADHOC SOCIAL LISTENING

Positive spontaneous impressions but some reservations in terms of usage

POST LAUNCH CASE

Inefficient Removal (23%)

"I used liquid foundation to test this product. Maybe that's why makeup was not removed. In the end, I used my makeup remover as usual."

UV Protection (22%)

"As ABC has no UV protection function, you cannot use it over the year... We usually expect a UV protection function for makeup bases."

High Temperature (9%)

"I had heard that the most appropriate temperature for facial cleansing was 36-37 degrees, but this says 40 degrees. I'm worried about skin dryness."

Efficient Removal (41%)

"As the product claims, makeup is removed only with warm water! I had an impression that even makeup in pores was removed!"

Pleasant Application (39%)

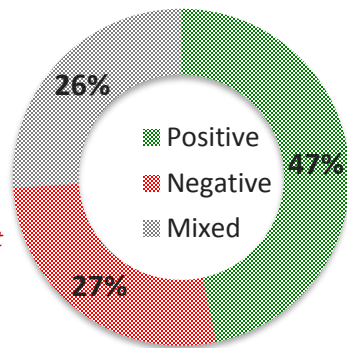
"When applying ABC with fingers, it spreads very smoothly. It's pleasant."

Convenience (38%)

"You can remove your makeup very easily! It's too easy! I'm always thinking 'What a pain makeup removal is!' You want to go to bed as soon as possible in the evening, right? FWB makes me free from stress and makes my life easier! It's time saving!"

Base Benefit (35%)

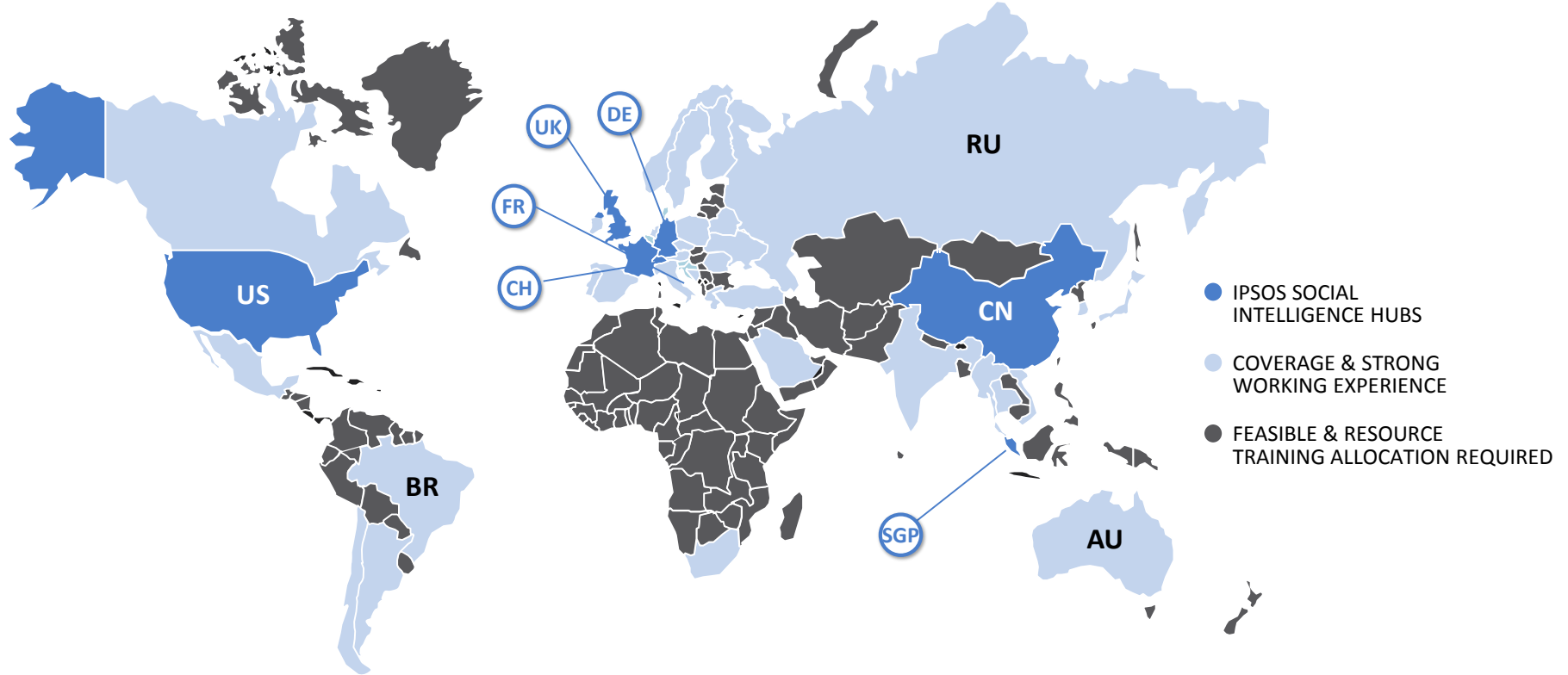
"I bought ABC because I was interested in makeup removing function (removed with warm water), but actually this is a very good makeup base. The skin is not sticky, remains smooth. Pores are invisible. Makeup lasts long."



SMX Experience

Ipsos SMX    
engaging . social . insights

SOCIAL INTELLIGENCE Global Coverage



SOCIAL INTELLIGENCE

Selected Clients

abbvie



AMGEN

Bayer



BRITISH
AIRWAYS

Capital One

COACH

LG Electronics

Mondelēz
International

VISA

Johnson & Johnson

HSBC

Coca-Cola

IHG
InterContinental Hotels Group

SAMSUNG

L'ORÉAL

Red Bull

EXXON

MasterCard

invisalign

IKEA

intel

Unilever

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