



SIA INSIGHTS SERVICES FOR HEALTH PROJECTS

Brand/product and competitors' performance on key social metrics & identification of key conversation drivers, channels, and content resonance.

SIA INSIGHTS SERVICES BENEFITS



BENEFITS OF USING SOCIAL & UNSTRUCTURED DATA

Social and unstructured data analysis provides a holistic view of the customer, audience or brand your interested in. Including it as part of the qualitative survey mix helps to inform survey design and findings, by providing a lens into how consumers are feeling and behaving in context, and in their own words.

BENEFITS



ORGANIC CONVERSATION

Direct access to unfiltered conversation, allowing an understanding of how consumers discuss a brand, issue or category in their own words



TARGET AUDIENCES

Access to large amounts of data, including historical data, with the ability to drill down and find niche audiences



INSIGHTS IN CONTEXT

Begin to develop insights and guidance immediately and how its traced in time. Add context to the ability to look for new information as your research progresses



FAST & FLEXIBLE

Changes can be made quickly if the research isn't being productive or if new avenues need to be explored through the duration of the qualitative stages of the project.



COST EFFECTIVE

Social listening provides quick, cost effective research, while also increasing the overall efficiency of your traditional research

WHEN TO INCLUDE SOCIAL DATA

COMPETITIVE LANDSCAPE: Understand the competitive landscape, including both traditional and unexpected competitors.

PRE-SURVEY INVESTIGATION: Identify issues that you were not aware of and might want to include in a study, while testing questions that you plan to include.

POST-SURVEY FOLLOW-UP: If unusual or unexpected findings come out of a survey, by analyzing unprompted discussions you can determine if the findings are isolated, or indicative of a broader audience.

CAMPAIGN EFFECTIVENESS: Uncover how people perceive and discuss a brand, product or market context, pre and post campaign ~ are there any watch points, is language and message being picked up and amplified, any issues?

PRODUCT DEVELOPMENT: Understand how consumers are actually using products or modifying products? What are their frustrations, and are these easy to fix?

PRE-LAUNCH TESTING: Track and measure discussions prior to launch. Common in healthcare, gaming and entertainment where trials, and previews encourage discussion prior to release.

POST-LAUNCH TESTING: Quickly and easily understand why people are or are not purchasing a new product. Uncover early feedback regarding issues and opportunities.

ISSUE TRACKING: Provides a cost-effective way to scan consumer feedback in real-time to real or perceived issues.

SIA INSIGHTS SERVICES MODULES DETAILS



KEY / DIGITAL OPINION LEADER STUDY

Uncover key influencers in the health sector, potentially find emerging leaders, review the conversations they are having and agendas they are leading or backing. These insights can inform future communication strategies.

STANDARD CONTENT:

- Influencers
- Share of Voice & Interactions
- Themes
- Media Channels
- Sentiment
- Topics



Pricing includes

- Dashboard costs
- Query development
- Top-down topic analysis via queries
- Analysis & Report
- Can include one or more specialisations / topics.



Option: NLP & Text Analysis

- NLP/Text Analysis for topic identification of conversations & Advanced Analytics is possible for larger data sets and on-going analysis if required.

STANDARD DATA SOURCES:

- Social data
- Search data
- Mainstream data (optional)

Deliverables:

- One-off reports.
- Analysis & Reporting (30 page ppt report) based on structured template and learnings from the Synthesio dashboard.
- Estimated timing: 4 weeks

Case Example – Identify Digital Opinion Leader in Across Specialist Sectors

Our client wanted to look to social data to develop a picture of digital opinion leaders who are advocates.

Further they wanted to find out who these opinion leaders were, what they talked about, which brands they mentioned on various touchpoints.

The ultimate goal was to derive insights which could be feed into a range of marketing and communications needs across the short and long term.

Key Opinion Leaders

INDUSTRY PROFESSIONALS



Giving their own and sharing those of others, high engagement during conferences, webinars or the release of new papers.

INDUSTRY GROUPS



Supporting patients, medical teams and specialists across the sector on topics of relevance.

PUBLISHING & MEDIA



General and specialist media who typically participate in the discourse when research papers, podcasts or other views are shared.

TERTIARY INSTITUTIONS



People who are recognised specialists in the sector, working at universities as lecturers or as specialist researchers.

SIA INSIGHTS SERVICES MODULES DETAILS



MARKET EXPLORER

A comprehensive landscape mapping of motivations, attitudes, needs and habits that drive consumer behaviours, preferences and decisions in your category. Market Explorer can also provide insight into brand perception and reputation.

STANDARD CONTENT:

- Share of Voice & Interactions
- Sentiment
- Social Reputation Score
- Themes
- Media Channels
- Influencers



Pricing includes

- Dashboard costs
- Query development
- Top-down topic analysis via queries
- Up to 5 brands/topics



Option: NLP & Text Analysis

- NLP/Text Analysis for topic identification of conversations & Advanced Analytics is possible for larger data sets and on-going analysis if required.

STANDARD DATA SOURCES:

- Social data
- Search data (optional)
- Mainstream data (optional)

Deliverables:

- One-off or ongoing reports.
- Analysis & Reporting (20-30-page ppt report) based on structured template and learnings from the Synthesio dashboard.
- Estimated timing: TBC

Case Example – Cold & Flu

When our client secured over-the-counter (OTC) rights to a leading medication for the prevention and treatment of influenza or flu, Ipsos was called upon to help develop a consumer-centric transitional strategy.

To achieve this, we looked to consumer-generated social data to gain in-depth foundational understanding of the flu and cold category, with the goal of discovering authentic, consumer-driven insights.

Understanding the Cold/Flu Therapy Journey

BACKGROUND



Tasked with helping to help develop a consumer-centric transitional strategy. To achieve this, Ipsos analysed consumer-generated social data to gain in-depth foundational understanding of the flu and cold category, with the goal of discovering authentic, consumer-driven insights.

APPROACH



Text analytics and digital profiling tools used to look at branded and non-branded mentions of experiential cold and flu conversations over a 24-month period to assess:

- Category landscape and consumer perceptions; Differing category interactions from self-diagnosis to treatment to prevention and stages in between; and
- Barriers and drivers linked to the medication and the competitive set

OUTCOME



Discovery of new insights and opportunities relating to product education, retail strategy, and audience targeting along with barriers regarding awareness and pricing perceptions, including:

- 30+ ideas for educational content
- 4 specific audiences to address separately
- 2 retail partnership strategies to evaluate
- 3 potential pricing strategies to assess

SIA INSIGHTS SERVICES MODULES DETAILS



TREND RADAR

Trend Radar unearths and explores the underlying motivations and drivers behind consumer reactions, transforming micro trends into macro insights and shedding light on where the category is headed with the consumer in the driver's seat.

STANDARD CONTENT:

- Themes
- Media Channels
- Influencers
- Share of Voice & Interactions
- Sentiment
- Social Reputation Score



Pricing includes

- Dashboard costs
- Query development
- Top-down topic analysis via queries
- Up to 30 trends, deep dive top 15 trends



NLP & Text Analysis

- NLP/Text Analysis for topic identification of conversations & Advanced Analytics is possible for larger data sets and on-going analysis if required.

STANDARD DATA SOURCES:

- Social data
- Search data
- Mainstream data (optional)

Deliverables:

- One-off reports
- Analysis & Reporting (20-30-page ppt report) based on structured template and learnings from the Synthesio dashboard.
- Estimated timing: TBC

Case Example – Global view on supplement trends

Objectives:

Identify the most relevant trends in across a range of OTC categories:

- Cough & cold;
- Digestion health;
- Nutritional health;
- Allergies;
- Physical & mental health;
- Pain care & management.

Help the client shape and adapt products and services to the future.

The trend radar process

TREND SCOUTING



Identifying the category trend landscape from desk research and / or trends identified by the client.

SCAN & SELECT



Tracing the evolution of the 15 identified trends with 24 months data history. Looking specifically at the evolution of the volume of mentions to understand if the trends are rising, stagnant or declining.

IMMERSION



Deep-diving into the 15 key trends to derive the "why" behind the "what". Local analysis was conducted of the 15 trends identified.

SIA INSIGHTS SERVICES MODULES DETAILS



ADVISORY SERVICES

Our Social Intelligence team have more than 15 years of experience, and a global team with 300 dedicated experts. With local and native speakers teams in more than 20 markets, we are able to support clients develop their Social Intelligence practices taking into account local context and cultural nuances.

What Set Us Apart



DATA SCIENCE

Science and research rigor is deeply rooted in our DNA. We partner with leading scientists (e.g. MIT and Columbia University) to develop new methods and thinking.



TECH LEADERS

Our Synthesio Social Media Intelligence Suite has been named a Global Industry Leader in the four most recent Forrester Wave research reports.



AWARD-WINNING METHODOLOGIES

Our Insight Services are regularly awarded by key research industry authorities (e.g. ESOMAR Smart Data Award 2018).



HUMANISED A.I.

We combine the latest research in Artificial Intelligence with Human Intelligence to reveal the true power of big data and generate impactful insights driven by decades of experience.



GLOBAL CULTURE

We live and breathe cultural diversity on a global scale. Our clients benefit from inter-disciplinary teams leveraging expertise in the field of technology, Artificial Intelligence, science and market research.



IMPACT-FOCUSED

At the heart of everything we do, is strategic value that activates new opportunities for our clients. Data remains data until we turn it into insights to generate impactful business outcomes.

Our Global Footprint

