

INTRODUCING FRESH LAB

IPSOS U.S. ONLINE SYNDICATED COMMUNITY

The Ipsos U.S. online syndicated community – aka Fresh Lab – helps you stay connected to consumers with ease and efficiency. Our engagement-led approach, combined with a dedication to research rigor, helps frame community conversations and illuminate deep-seated human emotions, needs, and motivations.

STAY CONNECTED WITH OUR COMMUNITY OF 6500+ ENGAGED, ACTIVE, AND OPINIONATED PEOPLE ACROSS THE COUNTRY

Fresh Lab goes beyond a traditional research panel. Our actively engaged community ideates and collaborates on a wide range of topics from lifestyle, shopping, consumer goods, health, media, finances, technology, beauty, and more. They have their finger on the pulse of trends, and a desire to share their opinions with brands and decision makers.

AGILE

- Leverage a wide range of turnkey qualitative and quantitative tools and activities available for custom projects ranging from quick-turn pulse checks to ongoing longitudinal studies
- Reports are delivered within a week of field close and include relevant insights, supporting verbatim, and recommendations to drive action

IN-DEPTH

- Gain rich, multi-dimensional insights through a combination of structured questions and moderated discussions guided by expert Ipsos researchers and community managers
- Listen and learn as community members ideate and collaborate in qualitative forums optimized for organic conversation and discovery

AFFORDABLE

- Recruited, profiled, and fully engaged, our community members are available 24/7 to provide critical and thorough insights on demand
- Tapping into our syndicated community enables a fast, low-cost research solution that significantly reduces the cost of maintaining a standalone project or executing more traditional research



“I have really enjoyed the wide variety of things this [community] offers. Sometimes it is a discussion and other times it is a special project of some kind. I always feel that my opinion matters and that I am not wasting my time.” - Ipsos Fresh Lab Community Member

UNDERSTAND CHANGING HUMAN EMOTIONS, MOTIVATIONS, NEEDS, AND BEHAVIORS IN A RAPIDLY EVOLVING CONSUMER LANDSCAPE



ADDRESSING A WIDE VARIETY OF KEY RESEARCH OBJECTIVES

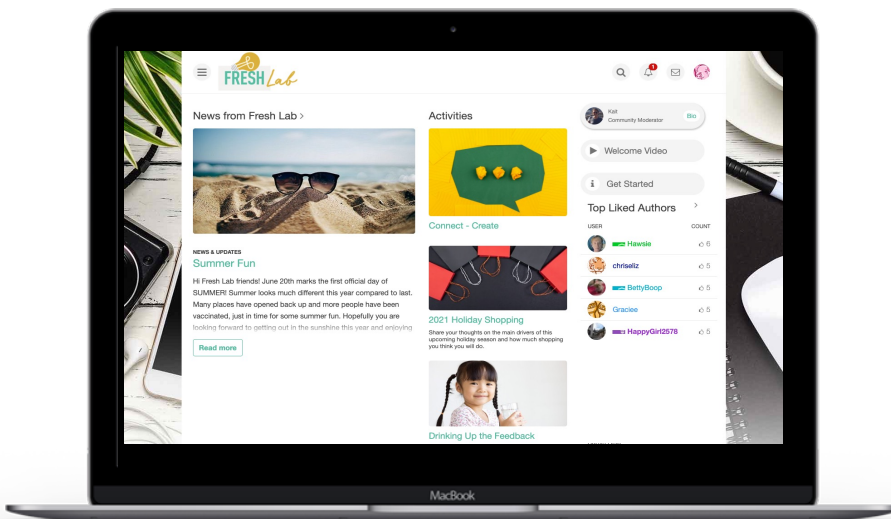
- **FOUNDATIONAL:** Motivations and behavior of key audience segments
- **CATEGORY:** Landscape; emerging brands and products
- **PATH TO PURCHASE:** Shifting retail environments, shopper behaviors
- **INNOVATION:** Co-creation, ideation, and white spaces
- **EVALUATION & OPTIMIZATION:** Advertising, packaging, concepts, etc.

+ MORE!

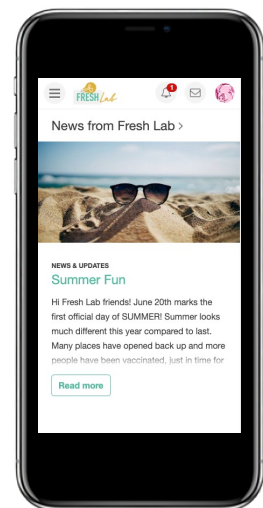
A ROBUST SET OF FEATURES DELIVERING ENGAGEMENT AT SCALE

Ipsos Online Communities feature a robust suite of qualitative and quantitative research tools for truly integrated learning. Designed by and for researchers at Ipsos, the platform incorporates state-of-the-art technology and analytics designed to enhance engagement and holistic consumer understanding at every turn.

DESKTOP VIEW



MOBILE VIEW



DISCUSSIONS



BLOGS (DIARIES)



LIVE CHATS



SURVEYS



CONTESTS
(VOTING)



VIDEO
FOCUS GROUPS



QUICK POLL

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