



**Research on Research White Paper Series:**

**Evolving technologies – Revolutionizing Research**

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© Toluna USA Inc.  
21 River Road  
Wilton, CT 06897  
[www.toluna-group.com](http://www.toluna-group.com)

1.203.834.8585—Main Number  
1.203.834.8686—Facsimile

Roughly 10 years ago, when the Internet was in its infancy, websites were nothing more than static pages with limited functionality. Interactivity has grown to the point where now most Web surfers possess the processing power and bandwidth to take full advantage of full-motion, high speed interactivity. Purchasing can be done with a click of a button, and commonly viewed sites can be customized to meet individual needs and preferences.

Online surveys have charted a similar course, from "electronic paper" to "early interactive surveys" to the point where online research is now ready to embark on a fully interactive journey. Toluna is taking full advantage of this new era, with engaging new technology tools and enhancements designed with one destination in mind: high-quality, actionable data.

## **REVOLUTIONIZING THE METHODOLOGY**

Researchers are beginning to push the boundaries once established by the need to validate methodologies and are exploring new ways to take more traditional "offline" study designs to the online environment. What's currently going on in online research – and what's just ahead – is enabling researchers to think differently about everything from new methods for research design to innovative ways to deliver data directly to the customers' desktop. We are truly revolutionizing the medium.

While concept testing and brand and ad tracking have transitioned to the online research environment, consumer insights that were once considered cost prohibitive, or nearly impossible to obtain offline, such testing commercials or simulating an in-store shopping experience, are now being executed via the Internet using cost effective Flash and HTML technology.

## **A FULL SUITE OF NEW TECHNOLOGIES**

At Toluna, 2004 brought a host of exciting new online survey tools, copy testing platforms, interactive shopping tests, and new, user-friendly survey alert technology to the research task – and there's more excitement to come.

### **Longitudinal Studies**

*Diary Panel:* The Toluna Diary Panel combines panel management and survey technologies into one technology at a fraction of the cost of offline diary studies.

Ideal for longitudinal studies, whether you need to maintain continuous a dialogue with respondents for a week or a month, the Toluna Diary Panel allows respondents to log-in daily and keeps track of/reminds non-responders. This product is designed for In-Home Usage Testing and healthcare studies (product trials, side-effects and usage patterns) among other applications.

The real-time data that clients receive is invaluable.

### **Copy Testing**

*Virtual Copy Test:* Respondents browse through a virtual magazine, turning and tearing pages, previewing ads and concepts in a life-like setting. Clients set to launch a new ad campaign, brochure or direct marketing piece are able to determine how appealing consumers find it, how the piece stands out and whether it is memorable, especially when evaluated alongside competitors. The Virtual Copy test lends itself to ad, concept and copy testing.

### **Media Testing**

*Flash Video:* Toluna can incorporate high-quality Flash video segments into surveys, no matter what the respondent's connection speed. Clients can launch commercials, movie trailers and even longer-format video presentations and

receive near-instant feedback from representative samples and highly targeted respondents.

Flash enables faster execution of learning and fine-tuning and can offer quick and easy modifications to methodological and research approaches. Toluna's use of the latest Flash video and video compression technology results in clearer video and smaller file sizes. Viewers can scale segments to the screen size they prefer.

*Copy Test:* A respondent responds emotionally – and with an onscreen ranking sliding bar – to Flash video, providing almost frame-by-frame feedback. Clients refining an advertising message are afforded unparalleled knowledge of the aspects that viewers respond most favorably to, working to make these spots likable, memorable and strategic.

#### **Survey Enhancements**

*Card Sort:* The old sort board meets online card gaming to radically improve concept, text and graphic ranking. Toluna's Card Sort elicits careful responses to lengthy attribute lists and provide enhanced "think-through." Respondents are asked to place cards in order of preference, in a more robust fashion than a traditional ranked list. Card Sort has been proven to be especially effective on ranking attributes lists or images.

#### **Interactive Shopping**

*Simulated Shopping Experiences:* FLASH Technology has become more affordable to use for interactive shopping studies. Researchers can set tests up to simulate just about anything, from magazine or book shelves, to grocery or drugstore aisles, to showing automotive interiors. Toluna has developed tools to pull out and rotate packages, simulate purchasing by adding a shopping cart feature, or allow respondents to zoom in and zoom out for better viewing.

Quality research data is based on thoughtful responses from engaged survey participants. We have found that ongoing, consistent and personalized communications are essential ingredients in maximizing survey response. Toluna demonstrates a commitment to panelists, by providing them with a positive experience from enrollment, to ongoing communications. Toluna has built a customized database application that continuously updates member profiles based on current responses. This "dynamic profiling" system enables us to maintain sampling accuracy and efficiency.

### **IMPOSSIBLE IS THE NEW POSSIBLE.**

With these exciting and proven new technologies, Toluna has moved beyond validating online research as comparable to phone, mail or mall studies. Combing our global panel capacity with new tools that can be integrated into our survey programming, data has never been more reliable, cost-efficient or timely.

We are always testing new ideas to enhance not only the respondent experience, but increasing the value of your research design.