



## CASE STUDY: DEPLOYING SHORT-TERM COMMUNITY FOR CHARITY CLIENT

### CHALLENGE

Harris needed to help a charity client reach out to a fresh audience who might be open to sharing insights, but weren't already a part of their existing full-term community. Along with gaining insight on general topics, the client wanted to use the new community to conduct a competitor review and gain insight into the viability of a new campaign idea.

### SOLUTION

Harris used Toluna's DIY Community platform to create a popUP community for the client in just two hours, enabling same-day launch. A few topics were posted and configured to run the whole day. Toluna's advanced technology allowed researchers to evolve and refine the community through the four days of the project. And the ease-of-use of the technology meant that participants "got it" right away, allowing them to focus on responses.

### IMPACT

In the final analysis, Harris was able to help its client make instant decisions about the format and content of its new campaign with stakeholders during the project, saving time and increasing the impact of campaign.

### CLIENT:

