



# CASE STUDY: J. WALTERS THOMPSON INTELLIGENCE

## BUSINESS CHALLENGE

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J. Walter Thompson are planning to become a \$2bn company and Agency Network of the year by 2020. Their various developments to the business includes:

- Diversification
- Organic growth
- Expanding client base into growing sectors
- Strengthening creative reputation
- Highlighting unparalleled planning resource
- Nurturing culture and talent

## SOLUTION

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Toluna provides Research and Panel Management Services every step of the way. By choosing this solution, J. Walter Thompson are able to:

- Plan to use engagement strategy for new growth areas
- Build profiling surveys
- View member satisfaction
- Gain insights from discussions/feedback from consumers quickly
- Manage member helpdesk

## CLIENT:

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### J. WALTER THOMPSON

**Industry:** Marketing, Communications Brand, and a Global Network

#### **Client Profile/Background:**

The company has been pioneering brands since 1864, and is known for its longstanding relationships with clients.

J. Walter Thompson is the world's best-known marketing, communications brand, and a global network. The company aims to bring the outside in to help inspire ideas beyond brand, category and consumer conventions and to identify emerging opportunities so they can leverage for business gain.



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### RESULT

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Today, trends scale rapidly through technological change and digital networks. New models of commerce are causing disruption, while technology like augmented reality are transforming the internet. Having the ability to reach a diversified group of members using Quick Communities, JWT Intelligence are able to conduct and also gather qualitative research in real time.

Having an existing relationship with Toluna, primarily using their QuickSurveys tool as a complement to their own in-house market research team SONAR, the new QuickCommunities tool ran on the same platform so users were immediately familiar with the tool. The ability to retrieve answers from consumers rapidly, in a manageable format that could quickly turn into insights, plus it is cost effective in line with their needs.

“Toluna has helped us with our understanding of our audience as well as allowing us to quickly gather personal stories and anecdotes which helped bring our trends to life. It was much easier to get set up as to run the QuickCommunities online community than I expected.”

Sarah Tilley, J. Walter Thompson Intelligence