



# 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

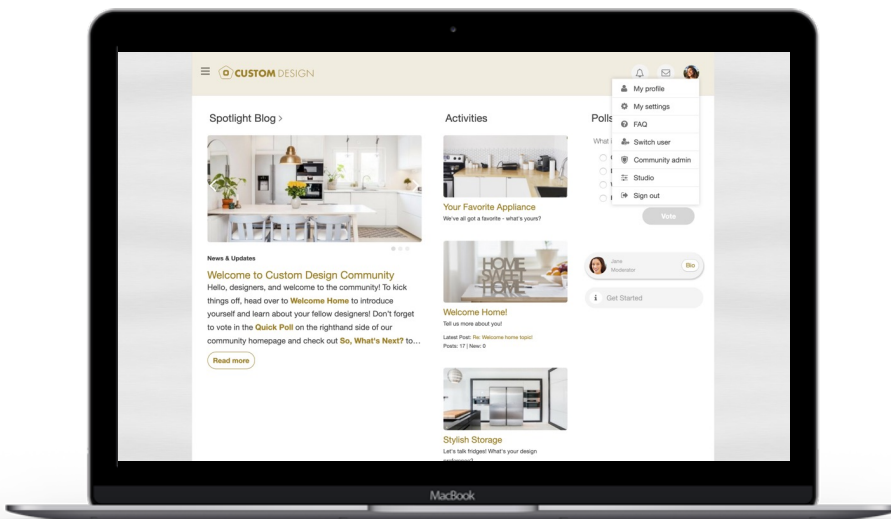
- **FOUNDATIONAL:** Motivations and behavior of key audience segments
- **CATEGORY:** Landscape; emerging brands and products
- **PATH TO PURCHASE:** Shifting retail environments, shopper behaviors
- **INNOVATION:** Co-creation, ideation, and white spaces
- **EVALUATION & OPTIMIZATION:** Advertising,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

[+ MORE!](#)

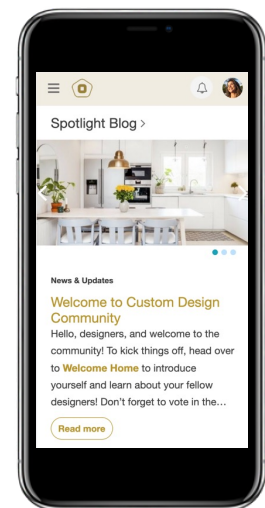
## A ROBUST SET OF FEATURES DELIVERING ENGAGEMENT AT SCALE

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

### For more information please contact:

Christie Moorman  
SVP, Ipsos Online Communities  
[Christie.Moorman@Ipsos.com](mailto:Christie.Moorman@Ipsos.com)

Jennifer Torgersen  
Senior Director, Ipsos Online Communities  
[Jennifer.Torgersen@Ipsos.com](mailto:Jennifer.Torgersen@Ipsos.com)

