Online communities:

A HOME TO BUILD EMPATHY WITH CONSUMERS

Alina Emelyanenko
Ipsos MORI
BRANDS INCREASINGLY TALK ABOUT EMPATHY

Jack Ma from Alibaba talks about:

Love Quotient or LQ
Empathy is, among other things, a key source of business innovation. Although many regard it as a “soft skill”.

Microsoft CEO
Satya Nadella
BRANDS INCREASINGLY TALK ABOUT EMPATHY

Marie Kondo:

Cultivating empathy for the things that surround us.
From *emotional* empathy ... 
to *cognitive* empathy

"I feel your pain and I understand you better. I can now do something."
Three, two, one - action!

We're so glad you could join us to discuss all things entertainment. From your favorite fictional characters to your thoughts on the latest movies in theaters - we'll be covering it all. Our goal is to provide you with a platform where you can get excited about the next big thing in entertainment, and... Read more
Love, the joy of new beginnings, connection and a promise for the future
Love with overlay of fear and desperation, the joy of new beginnings now holds the potential of a bad ending.
Scuba diving

Snorkelling

Time

System 1

Human approach

System 2
CENSYDIAM METAPHORS

... connects us to consumers through visuals and a more natural conversation.

... is an add-on module that uncovers System 1 processes by asking respondents to react to images.
CENSYDIAM METAPHORS

Step 1: Scroll through up to 200 pictures

Step 2: Interpretation of visual

Can you please describe in your own words what these images mean? How do they represent what you likely were feeling the last time you consumed pocket candy while chatting with others.
### WELLBEING TEA

**Business issue**

Brand X wanted to develop compelling new propositions in the wellbeing tea space.

**Our solution**

Understanding via

- visual & verbal description
- tea’s contribution to wellbeing

**Impact**

- Workshop
- Current concept testing
Seven segments have been identified on their definition of wellbeing...

- **ACTIVE HEALTH & WELLBEING SEEKERS** 11%
- **HAPPY GO LUCKY** 14%
- **HIGH ACHIEVERS** 14%
- **CALM & COLLECTED** 22%
- **SECURITY SEEKERS** 16%
- **TRADITIONAL** 14%
- **CONTENT LOUNGERS** 9%
IMPLICIT REACTION TIME

Select the answer choice that matches the word presented in the grey bar.
What does this tell us?

**Implicit Reaction Time**

What does this tell us?

**Explicit %**

How many people said yes *quickly*?

**Emphatic %**

**Index value**

How fast is *fast*?
What does this tell us?

**Implicit Reaction Time**

- **High emphatic** (fast reaction time)
  - NICHE APPEAL
  - CONFIDENCE
- **Low emphatic** (slow reaction time)
  - CHECKED OUT
  - LIP SERVICE

- **Low** explicit
- **High** explicit
IRT CASE STUDY: PACKAGE TEST

Regular Drinkers

Past Triers and Current Acceptors of the brand

Fits Best With

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<th>Emphatic</th>
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WE ESSENTIALLY STRIVE TO MIMIC THE DYNAMICS OF SOCIAL MEDIA
BRIDGING THE GAP BETWEEN VIRTUAL AND REAL

Show respondents impact

1. Demonstrate & deliver value
2. Show impact
3. Recognize & reward

How? Make it collaborative
BRIDGING THE GAP BETWEEN VIRTUAL AND REAL

Conduct authentic research

4. Build relationships
5. Be transparent
6. Involve the brand
7. Refresh the member base

How? Make it real
Bridging the gap between virtual and real

Root content in System 1

8

Write engaging content

9

Moderate closely

10

Communicate regularly

How? Make it vivid
FOOD FOR THOUGHT

- Seamless integration of video activities
- Gamification of tools (badges, ‘less researchy’ interface, collaborative activities)
- New ways of recruiting participants (e.g. passive)
- Algorithms for lead member identification (based on quality not quantity)
- Side by side behavioural data integration
- Voice commands/services integration
- Integration of research platforms and messengers
Thank you!