

# On The Wall™



Experience. Interact. Discover.

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Market Research Online Communities -  
The Right Tool for Listening and Learning.

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The right MROC tool built and managed by market researchers.

MROCs (Market Research Online Communities) are managed by our team of experienced recruiters and Motivators. The communities we build, manage, analyze, and report are robust, interactive, and insightful like no others on the market today.

Deeper, more actionable insights are achieved by creating a community of active engaged members sharing their lives, their feelings, and their needs. Results are carefully analyzed and reported by experienced market research professionals.



# Key Features and Benefits

## Online Communities Enhanced

Adding other research techniques, such as follow up interviews and ethnography, can greatly enhance the results and provide rich dialogue for analysis and ultimately for marketing materials and advertising communications.

## Strong Member Recruitment

Every member is carefully screened, not only for qualification, but for creativity. Members must communicate well and be motivated to participate.

## Advanced Analysis

Options include advanced linguistic analysis, delivering remarkable insights and language recommendations that are actionable.

## Motivation versus Moderation

Communities thrive on common interests. A Motivator provides context to stimulate activities and discussion that reveals true language. This true language is a unique outcome of a well-run community.

## Common Applications of Community Research

*Launch Monitor* - testing pre and post launch to refine and track new products

*Communications* - understand how to use customer language in marketing campaigns

*Rapid Response* - test new stimuli, new concepts, or upgrades quickly and confidentially

*Market Assessment* - what's hot, what's needed, or answers to your most burning issues in real time

# Case Study Sample

## Study Objectives

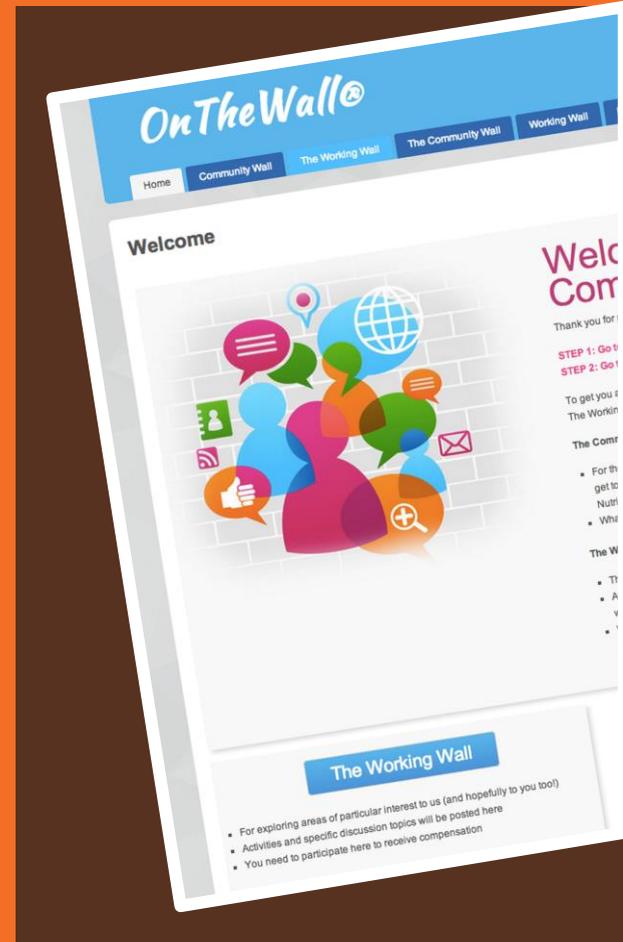
Our client wanted to learn more about consumers' emotional response to their products and how to use language to message to consumers in a more influential manner. Consumer preferences were not enough to determine the underlying reasons how they really felt about the product choices in the market and how to influence the buying decision.

## Meet Susan

Susan is a typical consumer who loves art, takes painting lessons, and attends many social events. She represents a segment that enjoys conversation and is stimulated by bright and fanciful images and colors.

## Meet Otis

Otis is handicapped and has limited mobility. He loves to meet new people and is motivated by language that stimulates his social side. Meeting the special needs of a man like Otis means appealing to his soft side.



## Conclusions

The community provided a unique environment that allowed people like Susan and Otis to interact socially and intellectually while discussing their feelings and attitudes towards the products being assessed. There were no physical barriers and they were free to converse, share stories, and relate to the activities being presented to them. Our client learned directly and intimately how to communicate better, and product usage increased significantly.

## OnTheWall™ Solutions

Our client still uses the community to track the rate of adoption of their product and ask specific questions. The community has become invaluable to the brand team.

**Tell us what your needs are and we will design a private community that meets your objectives.**

## Contact Us Today

For more information and a demo, please call or e-mail us today!

### OnTheWall™

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