



GEMIUSAdHOC

QUANTITY RESEARCH ON THE INTERNET

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Objectives of the Research

The Internet is the only medium which allows us to quickly obtain information about issues that interest us. The nature of this medium is such that we can implement changes and immediately observe their effects in real-time. A quantitative gemiusAdHoc study provides invaluable knowledge across different socio-demographic groups very quickly and at low cost.

An online survey is more cost-effective than traditional offline methods. The need for hundreds of survey cards or banks of call-center staff is eliminated. This lets clients save money and time.

The Internet-using population is constantly and rapidly growing, thus it is increasingly becoming a valuable segment of many companies' targets. One way of reaching this population is through gemiusAdHoc research, a fast and simple way to measure the opinions of these customers. With gemiusAdHoc research a variety of different issues can be measured, depending on the client's current needs.

Subject Matter of the Research and its Goals

Our gemiusAdHoc research study can measure a variety of topics, such as the ones presented below. We can also conduct research studies on any other topics our clients are interested in.

Here are some of the subject matters that we propose:

Field of Research	Benefits from the gemiusAdHoc research study
Brand Awareness Research	<ul style="list-style-type: none"> • Determining aided and unaided brand awareness • Comparison of brand awareness against that of competitors • Assessment of the campaign's impact on brand awareness • Brand positioning
Brand Image Research	<ul style="list-style-type: none"> • Assessing brand/product image • Identifying strengths and weaknesses • Assessment of the campaign's impact on the brand • Image comparison against that of competitors
Research on Planned Changes	<ul style="list-style-type: none"> • Gaining consumer insights into considered product/service/image changes • Assessment of consumer response to planned changes • Optimization of changes to meet target group preferences
Research on Introduced Changes	<ul style="list-style-type: none"> • Assessing consumer response to introduced changes • Assessment of change efficiency • Recommendation for further activities
Measuring Customer Satisfaction	<ul style="list-style-type: none"> • Determining the factors that influence client satisfaction • Evaluation of the perceived product/service quality • Assessment of the product's ability to meet clients' perceived needs • Determining the level of clients' trust towards the company
Measuring Customer Loyalty	<ul style="list-style-type: none"> • Assessment of consumer loyalty towards the company and its products • Identification of factors influencing consumers' loyalty • Analysis of the influence of competitive offers on consumer loyalty
Copy-testing	<ul style="list-style-type: none"> • Evaluation of the advertising creative • Optimization of the advertising creative to meet campaign goals
Usage and Attitude Research	<ul style="list-style-type: none"> • Holistic assessment of a product's situation in a given market • Determining the attitude of Internet users towards a given product • Describing shopping habits related to the purchase and usage of the product

	<ul style="list-style-type: none"> • Determining feelings and emotions evoked by the product • Assessing awareness of and knowledge about the product
Price Research	<ul style="list-style-type: none"> • Determining the target group's likely spending on the product • Measuring target group perceptions and attitudes towards the product's price • Determining the optimal price to maximize sales in a given target group
Online ad hoc surveys	<ul style="list-style-type: none"> • Getting to know the opinion of Internet users on current political, economic, and social events

Apart from the issues listed above we can conduct quantitative research studies on the Internet concerning practically any issue proposed by the client.

Methodology

The research tool used for gemiusAdHoc studies is an online survey displayed to a random sample of Internet users (every nth Internet user) visiting a given web site or set of web sites. It is possible to limit the population surveyed to the specific target group that interests us. The sample is then recruited from the overall Internet user population.

Survey

The first stage of executing the research is to work out the content of the survey that is going to be sent to users. At this stage the group towards which the survey is directed can be defined. Selection of the target group can be based on behavioral criteria and/or on Internet users' socio-demographic characteristics. At each stage of the preparation process of the survey's final version, the client can see the version that will be subsequently emitted to Internet users.

Emission/Sending out the Survey

Currently there are two ways of conducting the research on the Internet, which can be used either separately or simultaneously.

- **Emission of surveys in the form of pop-ups**

Surveys are emitted to users (cookies) at random (to every nth Internet user) or in a half-random and half-quota way (in the case of defining a target group) on a freely selected Internet space. If the research is to be representative of the whole Polish Internet society, surveys are emitted on web sites using the stat.pl/PBI free site-centric audit, whose monthly reach amounts to approximately 75% of the Polish Internet. Surveys can also be emitted in a narrower area, e.g. on thematic services or on the client's web site. The emission of surveys, on the basis of the cookie mechanism, ensures that the survey will be displayed to each of the randomly selected users only once.



- **Sending surveys to participants of the Access Panel**

The surveys are sent at random (to every nth user (real user)) or in a half-random and half-quota way (in the case of defining a target group) to participants of the Access Panel program, which is run by Gemius SA. This program includes gathered Internet users (real users) who have expressed their willingness to take part in research studies conducted on the Internet and those who have provided their socio-demographic data. Also, with this data collection method, an individual user is encouraged to fill out the survey only once.

Preparation of the Report

After a sufficient number of filled-out surveys has been collected and the process of emitting/sending them has been completed, our team of analysts prepares a report of the study. It consists of both an analysis of the Internet users' answers as well as interpretations and recommendations regarding the research objectives. If the research is to be representative of the whole of the Polish Internet and the selected sample differs from the structure of the Polish Internet user population as regards the socio-demographic structure, the procedure of data weighting or re-sampling is employed. Eventually, the client receives a report of the research study and/or a database prepared for analysis.

Deliverables

Range of the Presented Data

The report from the survey-type of research conducted on the Internet, as well as the one conducted through traditional face-to-face research, presents data both in the form of simple layouts of variables and results of more advanced methods of analysis: e.g. the influence of socio-demographic characteristics on the attitudes and opinions of the respondents, interdependence between different variables, etc.

The report also presents conclusions and recommendations concerning all of the objectives of the research that had been set out earlier in the study.

Data Analysis and Price Offer

With the purchase of the research you receive data in the form of:

1. a written analytical report with conclusions and recommendations
2. a collection of data in Excel or SPSS format, which can be used for further analyses

The price of the research implementation depends on:

- the goals of the research
- the number of filled-out surveys we would like to obtain
- the number of questions included in the survey

The final price of the research study can be set only after the above-mentioned information has been specified by the client.

Detailed information on the price offer can be obtained from

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Information about the Company

Gemius SA is a research company, a leader and pioneer in the field of Internet research in Central and Eastern Europe. On the Polish market it has existed since 1999, offering professional analytic and counseling services for all the subjects of this market. The company offers a wide range of complex research relating among others to users' behavior on web sites (gemiusTraffic), their socio-demographic profile (gemiusProfile) and the efficiency of campaigns conducted on the Internet (gemiusEffect). Both Polish and foreign companies belong to the group of Gemius SA Clients and Partners.

Gemius SA in cooperation with Polish Internet Research (Polskie Badania Internetu PBI) conducts the gemiusAudience research study, which constitutes a standard of audience rating measurement of all web sites and Internet applications used by Polish users. gemiusAudience is audience rating research of the Reach/Frequency type and it consists in creating and maintaining a panel of Polish users of the Internet (the so-called user-centric research). The collected panel data are additionally audited by a site-centric type of research.

The leading Internet publishers in Poland comprising Polish Internet Research, e.g. Gazeta.pl, INTERIA.PL, Onet.pl, Rzeczpospolita and Wirtualna Polska, use gemiusTraffic's results in their everyday activity.

Selected clients:

Joint-ventures	Motorization	Banks	Producers
<ul style="list-style-type: none"> Polish Internet Research (Polskie Badania Internetu PBI) Interactive Advertising Bureau (IAB) Advertising Networks Consortium (Konsorcjum Sieci Reklamowych KSR) 	<ul style="list-style-type: none"> Toyota Fiat Hyundai Nissan Peugeot Renault 	<ul style="list-style-type: none"> Raiffeisen BPH PKO BP mBank Multibank BZ WBK 	<ul style="list-style-type: none"> Siemens Scholl Cezex Komandor Philips Danfoss
Media	FMCG	Insurance	Telecommunication
<ul style="list-style-type: none"> Agora SA Onet.pl Wirtualna Polska Interia.pl Rzeczpospolita Canal+ 	<ul style="list-style-type: none"> Nestlé Unilever Carlsberg Tchibo Gillette Procter & Gamble 	<ul style="list-style-type: none"> Allianz Commercial Union ING Amplico Nationwide PZU 	<ul style="list-style-type: none"> Era Plus GSM