



# ANSWERED INSIGHT: Credentials

2022

# Answered Insight

## Who we are

Answered Insight is a research company, designed to deliver fast, cost-effective and robust quantitative research through digital methods.

We manage the complete research requirement from end-to-end; recruiting survey respondents that match the desired market, designing the questionnaire, conducting the survey and collecting the data.

The results obtained are analyzed applying sound, sophisticated statistical methods and translated into meaningful visualization and meaningful insight.

## Our promise to you

- ✓ High data quality
- ✓ Good accessibility even to specific target groups with low incidence
- ✓ Smooth organization and handling with a single contact person
- ✓ Excellent value for money
- ✓ Short in-field turnaround times – delivering rapid project completion and data delivery



To ensure high quality over the long term, we are committed to the SAMRA (South African Market Research Association) and ICC/ESOMAR INTERNATIONAL CODE ON MARKET AND SOCIAL RESEARCH guidelines and code of conduct. *ANSWERED INSIGHT has been a member of SAMRA since 2013*

# How we do it

## CONSUMER PANEL

- **36,712 SA Consumers** from all backgrounds, regions, income groups = statistically significant samples
- **5,880 South African businesses**
- **Medpages HCP** database of medical professionals
- **Anyone on Facebook.** Using our Facebook accredited media performance teams, we are able to target and recruit any person on Facebook.

*Each panel member is pre-profiled for accurate targeting and in-depth reporting*

## HOW WE DO IT



## Multi Platform

We can reach respondents across multiple platforms:



**Feature Phone**

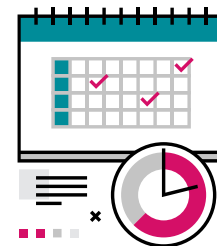


**Smart phone / Tablet**



**PC/Laptop**

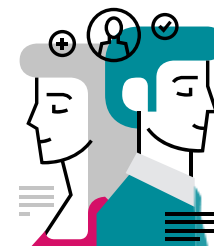
We deliver fast, cost effective and reliable samples.



**fast**  
answers



**cost effective**  
solutions



**Robust & reliable**  
samples

# What we do



## Targeted primary research

Primary research for your specific brief using online methodology to target your market

1



## Real-time results

Quick turnaround projects of with average turnaround of 7 to 10 days

3



## Full-service offering

Answered designs for insights (proposal with objectives, questionnaire design, reporting with sig testing etc.)

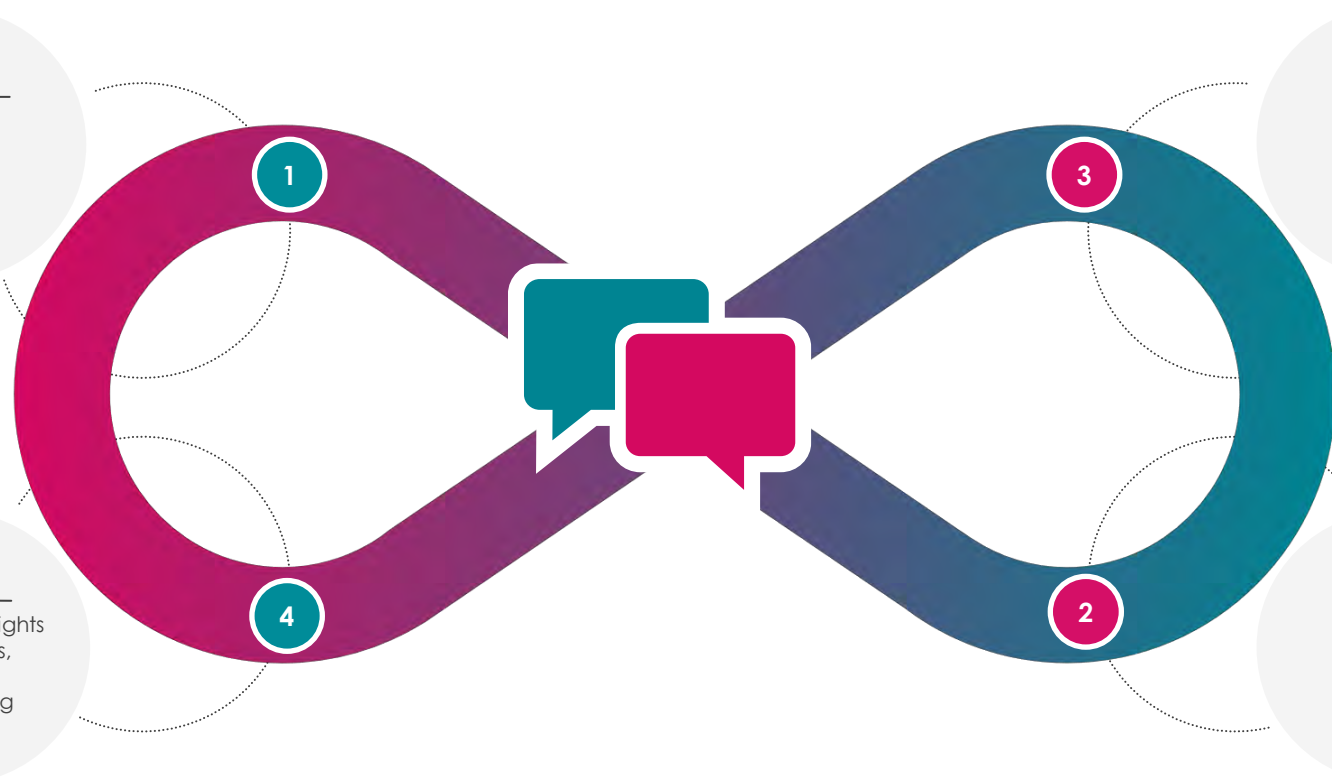
4



## Cost effective solutions

Affordable solutions with average cost per interview of (CPI) R280

2



# What we do

Our strategic research and analytics capabilities allow us to deliver a holistic picture of the marketing context that informs and unlocks marketing, media and communication strategies that drive real business growth.

## Brand

- Brand Audits
- Brand Tracking
- Brand Perception Studies
- Customer Satisfaction Surveys
- Performance Surveys
- Employee Engagement Surveys

## Customer Understanding

- Customer / Consumer Profiling
- Purchase Considerations & Barriers
- Segmentation Studies
  - Demographic
  - Psychographic
  - Geographic

## Product

- Product Concept Testing
- Product Experience Testing
- Intrinsic and Extrinsic Product Perception Studies
- Package Testing

## Media Excellence

- Media Consumption
- Media Usage Behavior
- Touchpoints Studies with our bespoke live reporting tool.
- Marketing Mix Modeling

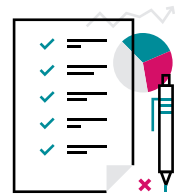
## Advertising Performance

- Advertising recall and effectiveness
- Ad-testing
  - Print
  - OOH
  - TV
  - Radio
  - Digital

# 3 ways to get your answers

Multiple methods of targeting are used to ensure that we reach the respondent match, with the highest level of data protection.

1. Tap into a set of targeted respondents on the 35,000+ **Answered consumer panel**.
2. Get answers from your **own 1<sup>st</sup> party data**, without us touching or seeing your database. We send you a survey link and you deploy the link in your own direct to customer communication.
3. Purchase or access a **2<sup>nd</sup> party database**, which is often a consideration for highly niche targeting e.g. Medical Professionals.



**224 studies** conducted in the past year



**75 000** invites sent out

# METHODOLOGY

The research follows a quantitative approach where data is collected via a smart device in the form of an online survey.

We make use of a semi-structured questionnaire, comprised of closed, pre-coded and open-ended questions.

- 1 Survey created and hosted at [answeredinsight.co.za](https://answeredinsight.co.za)
- 2 Link emailed to qualified respondent database
- 3 Respondent clicked on link to access survey
- 4 Survey completed and submitted by respondent
- 5 When desired sample was reached, survey closed
- 6 Analysis and reporting



# Top Reasons To Use Answered

## Panel Segmentation:

Registered panelists provide detailed demographics and background information, accounting for more than 50 data points collected from each member.

## Participation Control:

Software IP and Email address identify each respondent. This eliminates duplicate respondents and ensures survey data is unique to each participant.

## Double Opt-in:

Panelists are eager to participate in surveys and they opt-in when they register as well as with each survey invitation.

## Incentive Model:

We implement reasonable and effective incentive programs to reward panelists for their time taking surveys. Each completed survey earns 10 points or R20 which can be cashed out into the panelists bank account.

## Experts at your finger tips:

Highly skilled and dedicated project managers and analysts that understand the complexities of online data collection.

## High Response Rate:

Due to the incentive model, it is easy for respondents to collect points to cash out.

# The Answered Panel

 **ANSWERED**

All panelists are double opt-in; verified respondents

 **ANSWERED**

We have 36 000+ panelists

 **ANSWERED**

We pay our respondents with cash into their bank accounts

 **ANSWERED**

We respect all ESOMAR and SAMRA rules and guidelines

# Panel Recruitment

While we employ a multi-mode recruitment methodology to ensure the steady growth of our panels, our ability to recruit respondents through a variety of media channels makes it possible to offer the best price available for sampling needs. Additionally, we have access to a selected number of panel partners who are carefully screened to ensure they adhere to the same standards upheld by Answered Insights



Variety Of Online Recruitment, e.g. Facebook Recruitment



Variety of offline recruitment



Recommendation from other panel members

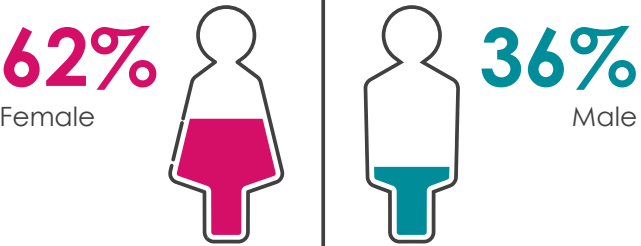


Google SEO

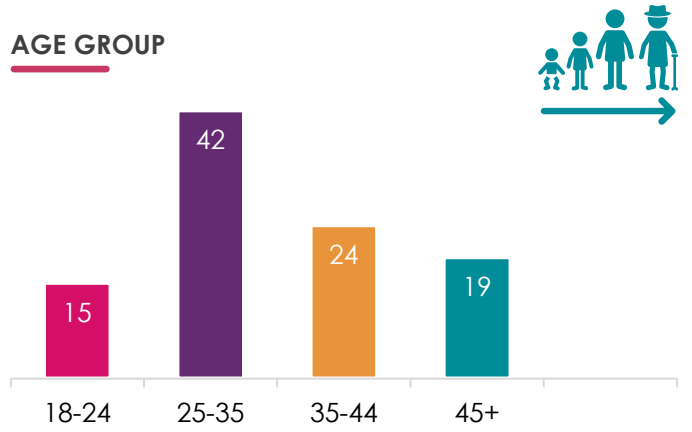
# Sample Profile

## South African Online Panel 36 712

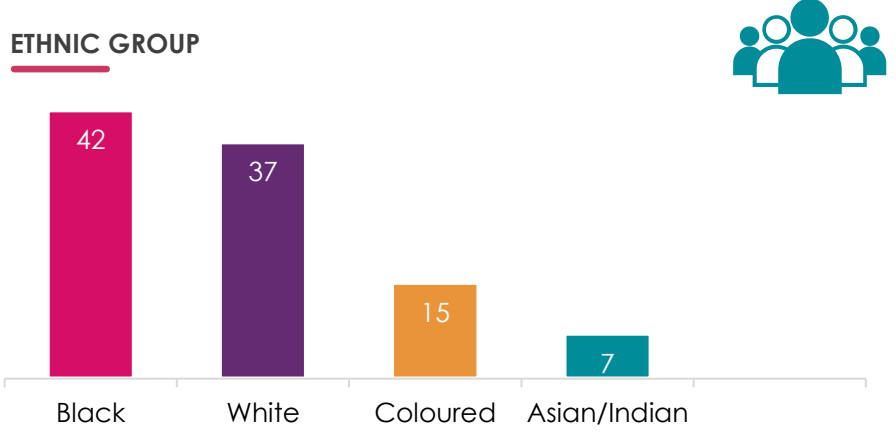
### GENDER



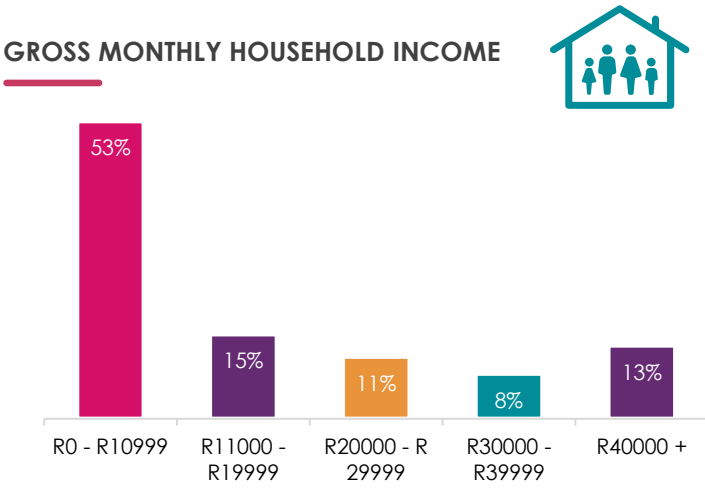
### AGE GROUP



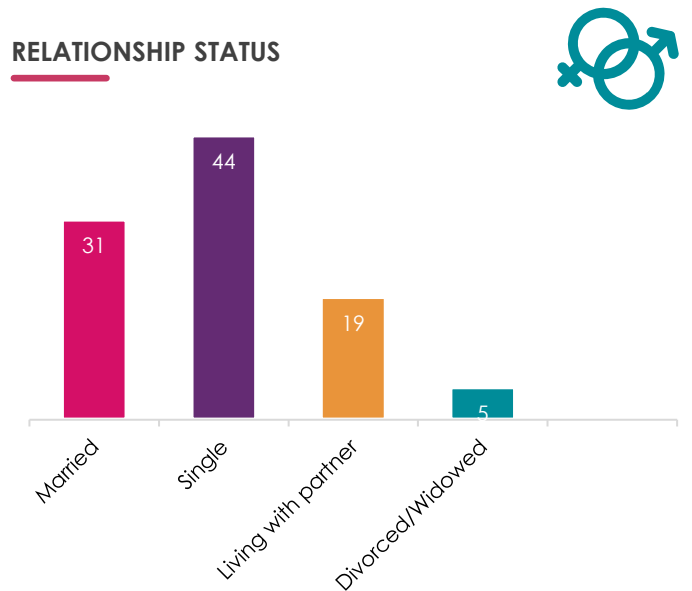
### ETHNIC GROUP



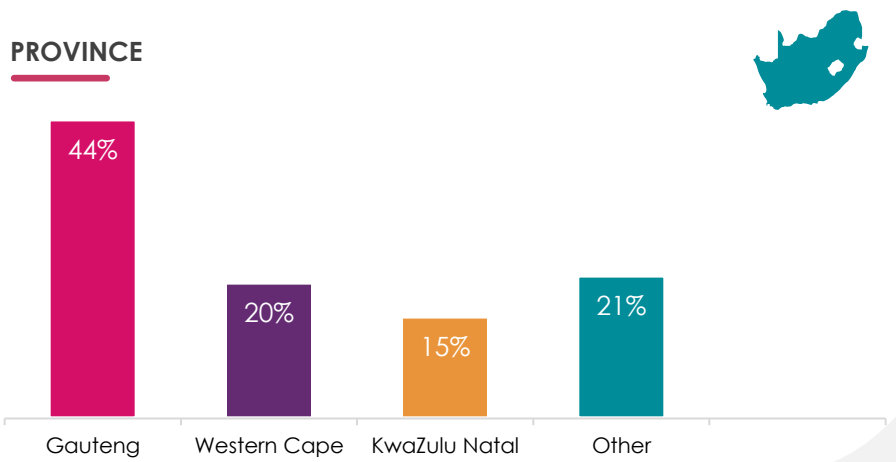
### GROSS MONTHLY HOUSEHOLD INCOME



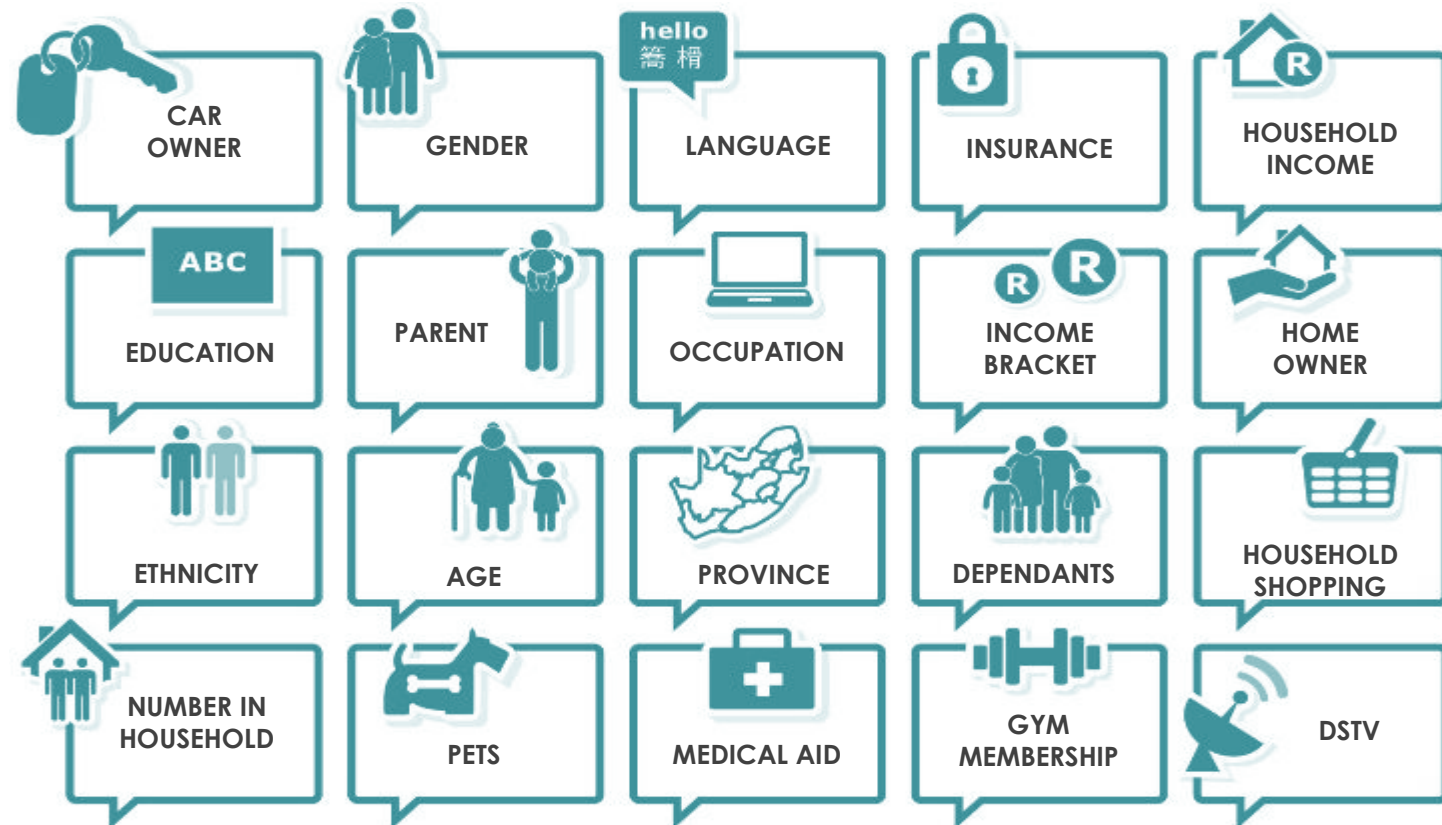
### RELATIONSHIP STATUS



### PROVINCE



# Our respondents are pre-profiled to ensure quick and accurate targeting.



The need for  
Ad Testing has  
never been  
greater

# Brands are faced with new “rules of engagement” as consumer mindsets shift along with buying behavior.

We know from multiple set of research that in today's world, brands must convey authentic empathy and be useful, but also be human. The top performing ads of 2019, as research in 2020, show that people still want a sense of warmth and humor. However, there is a general trend for ads to become more serious and dehumanized and the number of adverts that contained humor has almost halved in the last decade.

In order for content to drive impact and ROI, the consumer / customer needs to be at the forefront of our thinking and we need to understand what and how this will translate best for one's audience.

Before plunging back into the market, brand custodians will need to reassess their position in the market and test if their advertising is still relevant, whether it will resonate, and whether it will drive the right takeout and actionable behavior.

# Why test your ads?

**One can have an optimal media strategy and plan in place, but without effective creative it doesn't matter how well the ad is delivered.**

Ad testing can ensure your advertisements resonates with your target market, leading to better conversion rates and boosting positive brand sentiment. Pre-testing ad concepts can also safeguard your brand and avoid unseen reputational risks or costly pitfalls further down the line.

You can **further hone your messaging** by iterating it through multiple rounds of testing, and tweaking it in response to what your audience is telling you. These iterative results are valuable in the longer-term because they help steer your creative team away from ideas that weren't successful in testing and focus them on what actually works.

**In-flight monitoring** of a campaign shows the performance arc across the lifecycle of a campaign, helping you pinpoint where conversions occurred and how sentiment and purchase decisions evolve over time in response to your ad. Pretesting adds help you;

1. **Get the return on ad spend you need**
2. **Gain a competitive advantage**
3. **Minimize brand reputation and financial risk**



# Our Ad-testing measures for success

Test TV, digital, mobile, online video, social, print or outdoor, ads using a quick-turnaround solution that makes financial sense.

## Inform

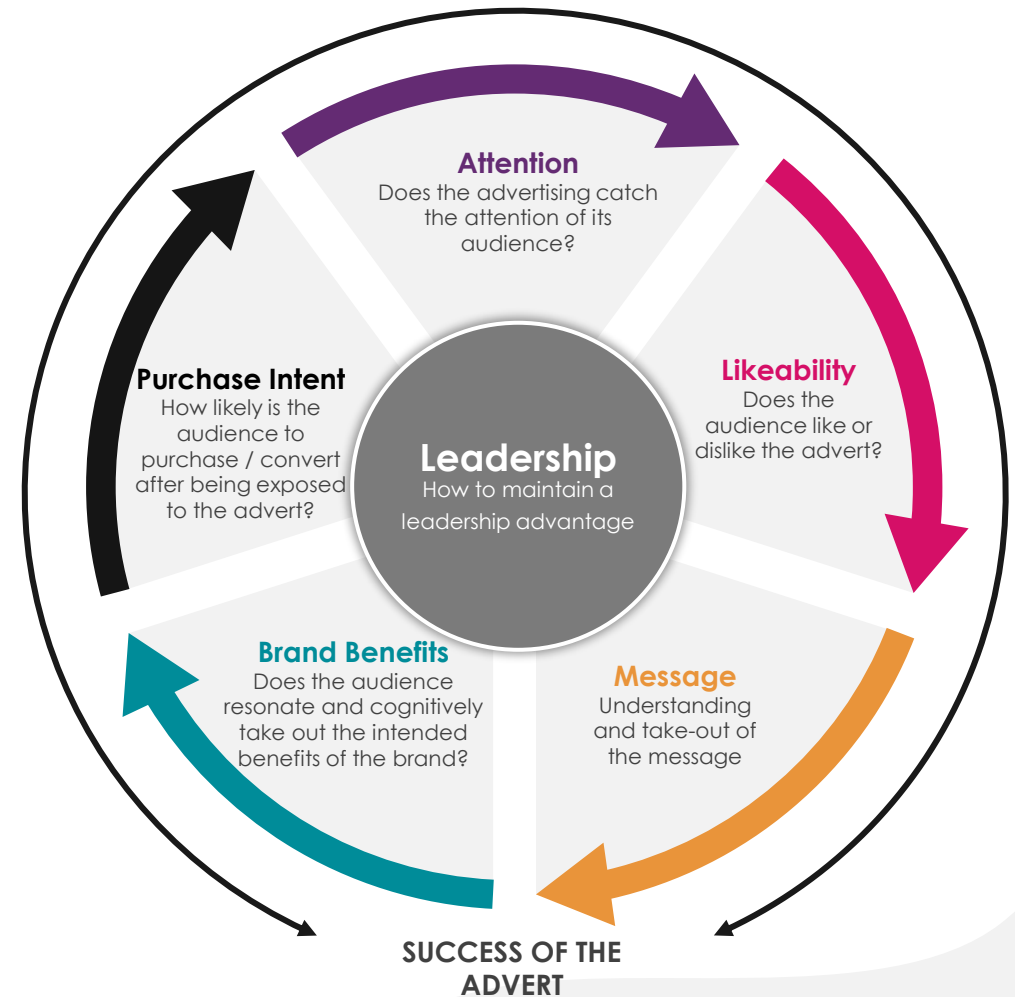
Gauge how effectively an ad performs on key communications metrics like Ad Recall, Service Attributes and Communicating Benefits

## Persuade

Measuring how effectively an ad changes perceptions and opinions through metrics like Persuasion, Personal Values and Higher Order Values testing.

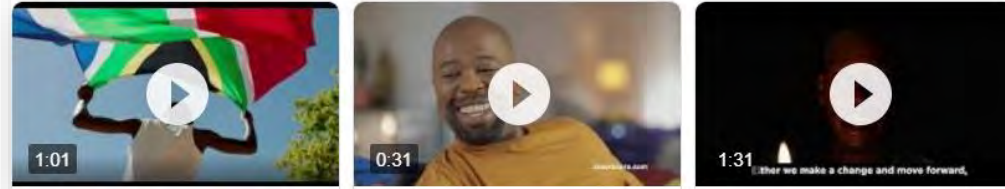
## Convert

You can test the success of campaigns intended to drive actions, such as purchasing, using Response and Ad Effectiveness tests.

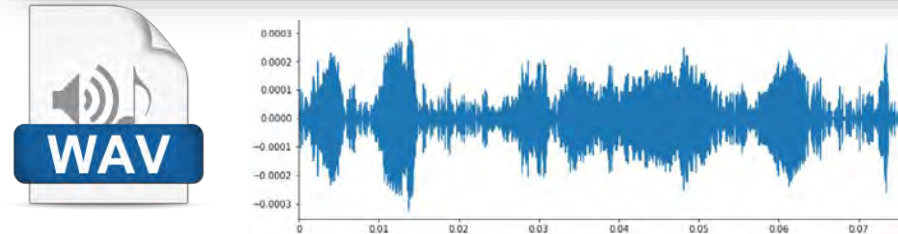


# We test all adverts imaginable

TV



Radio



OOH



Print





# Boost your bottom line with a regular brand Audit / health check

JUNE 2022

 **ANSWERED**

# Do you need to reshape your brand in today's 'new normal'?

Brands across the country have approached us to produce the data and insights they need to rethink and reshape how they inspire, captivate and engage their customers / consumers.

Do you have all the ANSWERS you need to navigate these uncertain times?



## BRAND HEALTH

# Why check your brand's health?

A powerful brand can inspire, captivate and engage with your market, as well as significantly increase your bottom line in the process. However, even strong brands need a health check to keep them on track and, more importantly, relevant.

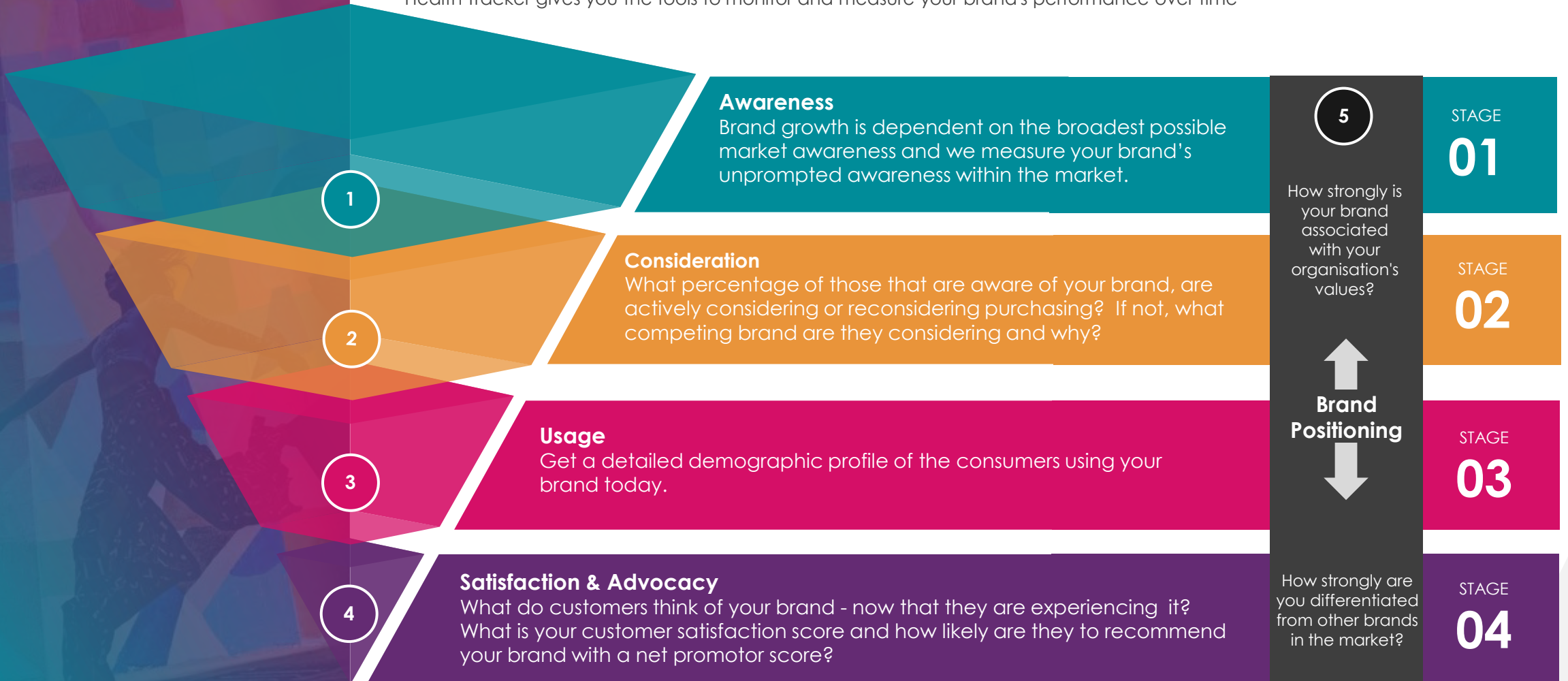
An authentic and credible brand can reduce its acquisition investment by ensuring that it retains its current customer base. By making sure current customers keep returning for more, you're also able to charge a justifiable premium for your products or services.

In contrast, a weak, out-of-touch and disconnected brand will gradually see its market and profitability shrink - running the risk of putting you out of business.

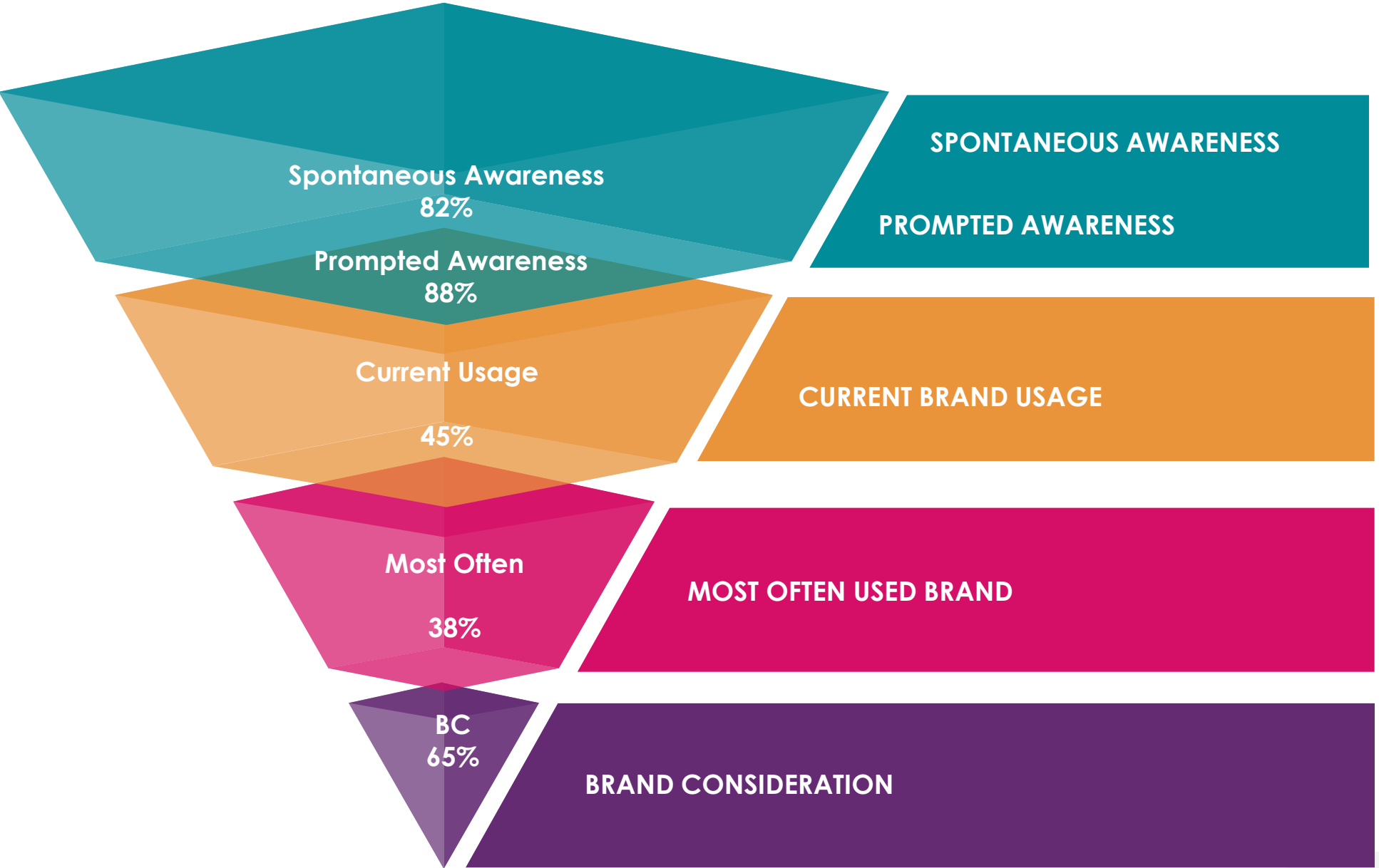
A comprehensive brand health check could identify new growth opportunities, as well as new ways to build brand salience with your existing and future customers over the long term.

# Brand health is a quantitative set of measurements that shape and inform your brand's journey towards better growth.

Our Brand Health Check ensures that you have a comprehensive picture of your brand's status at every stage of the marketing funnel - from awareness through to advocacy and re-purchase propensity. The Brand Positioning reports we generate provide insights into your brand's strengths, weaknesses and differentiation, serving as a research-based investment guide. Our Brand Health Tracker gives you the tools to monitor and measure your brand's performance over time



# Bob Martin Brand Funnel Output example



**Brand Recommendation**  
Top2Box score: **69%**  
(rating 10+rating of 9)

# We answer your brands' most pertinent questions, **fast hassle free.**

Don't miss out on our discounted 10% promotion offer, on the first new project for 2022.

## Contact

Shaun Naidoo

[Shaun.naidoo@answeredinsight.co.za](mailto:Shaun.naidoo@answeredinsight.co.za)

076 713 9482

*The above costs are effective 1 June 2022 – 31 December 2022 only. Answered, a division of MMS Communication reserves the right amend these rate dependent on project requirements, additions, external and internal factors. Terms and conditions + Errors and Omissions Apply.*