# YROC

## *Millennialize your brand through a Youth Research Online Community (YROC)*

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# The Big Picture

Market Research Online Communities are rapidly becoming the tool by which corporations, associations and institutions can assess the views, attitudes and behaviors of current customers, potential customers and employees with reduced effort and cost. Given our focus on youth culture, Ypulse has taken a decidedly non-traditional approach to building communities that target youth audiences. We call them YROCs.

Our youth communities speak to Millennials on their own terms and through their favored communications patterns, revealing reliable insights as well as inspiring innovation in a timely and cost-effective manner. YROCs provide a direct link between the people creating the products or making the decisions and the youth audiences who will come face-to-face with the products in market or the impact of the decisions within the marketplace.

YROCs provide a shared platform upon which decision makers and consumer insights specialists and their vendors can quickly and easily collaborate. The concept is catching on quickly: YROCs have been embraced by the likes of General Mills, Nintendo, MTV and Macy's as a way to get closer to consumers and build brand, loyalty and market-driven products.



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# Advantages of a YROC

### Audience Intimacy

The Millennial generation has unique demands from how they interact with brands. They demand transparency and access, and quickly take to their online social circles to speak their minds about consumer experiences. YROCs enable the voice of the target consumer to be a constantly present source of inspiration within your organization.

### Faster

Research can be fielded faster, enabling Research teams to have a greater, more consistent seat at the creative table.

### Flexible

With each key business decision, companies have the ability to "gut check" their strategy, as well as the ability to make key business decisions with greater confidence.

### Longitudinal

The benefits of a "committed' community of participants is that participation rates are significantly higher and more in depth because participants feel responsible to provide input. Additionally, brands can interact with the same group (or not) of participants across the duration of a project, treating them as a co-creation engine.

### Cost Effective

YROCs are a cost effective solution to provide audience input at steps in the development process - when a higher costing, nationally representative analysis is not unnecessary. Online communities are an extension of your staff - and should be thought of as a consumer sounding board throughout any and all relevant business processes.

## Real World ROI

Viacom has deployed a number of YROCs via Ypulse in order to conduct quantitative and qualitative research.

Respondents have been recruited through SurveyU.com, the online research panel built and owned by Ypulse, allowing MTV, Vh1 and others to target a rich pool of potential response, screened to specifically address business goals. After extensive profiling and segmentation, an ample supply of viewers of specific programs as well as potential members of key target audiences are actively managed in order to provide a steady stream of insight.

Vh1 utilizes the experts of Ypulse to design, interpret and analyze each project, MTV develops their own questionnaires, relying on their own team members to act as internal consultants. A collaborative model relies on Ypulse to program and manage research projects, while MTV designs and interprets the results.

With a large volume of research flowing through their youth research communities and an assisted service model adding value in just the right places, MTV has reduced their cost of insights to less than $2,000 per project, conducting more that 160 projects annually.



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# Research, Unplugged

Insights generated from within a YROC are research inspiration at its core - and way to do more (research) with less (cost). In its very nature, the YROC is Millennial - a well designed interface that strives to do more than just “research”, but unlock the voice of the consumer within your organization. The rich insights drawn from listening to the attitudes and actions of youth audiences answer questions like:

- Overall, what’s happening in the youth space?
- What does the consumer think of this concept, product, decision...?
- Which messages resonate?
- Which messages turn them off or away?
- What is their connection with the product?
- How will they respond to the next campaign?
- How can we innovate to grow market share? Inspire us to innovate.

Essentially an interactive listening platform, YROCs allow for rapid quantitative, qualitative, ethnographic or emotional research, separately or in combination among a fixed set of respondents, custom recruited to meet your market goals.

It is the perfect platform for online ethnography, allowing organizations a glimpse into the everyday of youth. Instead of reporting what is in the fridge, members can upload a picture -- a more accurate and valid assessment. Instead of waiting till they get home from a concert, members can post feedback and pictures via mobile devices -- a more *in-the-moment* portrayal of their emotional state. Add to that the ability to monitor self-led discussions and member to member interactions, and you really get a sense of youth trends. And if set up correctly, you can immediately quantify any hunches through the tried and true techniques that measure and predict the impact of these attitudes and behavior over time and under various scenarios.



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# Options for Your YROC

While some organizations like to conduct their research internally, others like to delegate research tasks to experts within external research agencies so that they can focus on driving forward the results of the research conducted. We provide full service, do-it-yourself or assisted service models for conducting research within a YROC. Organizations can choose different service options as well as switch between service options on a project by project basis, depending on internal skills, resources, timing and budgets.

**Full Service** options involve outsourcing all research tasks to Ypulse who can develop questionnaires and program surveys and other activities, utilizing the assets of your proprietary YROC.

**Do-It-Yourself (DIY)** tools allow you to internally control the entire process by performing all research activities, without incurring variable project costs. When considering the self-service option, organizations must evaluate their internal resource capacity and allocate sufficient resources and activity in order to maintain a healthy panel.

**Assisted service** models offer a blend of skills and services from wherever they are best served. The tasks of research design, programming, project management, tabulations, analytics and reporting can be quickly and easily distributed across client teams and/or the Ypulse organization.

The option that is best for you will depend on the resources, culture and goals of your organization.



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# Are You Ready for a YROC?

**"The next great idea is 1 consumer away."**

**Jake Katz**
**Ypulse, General Manager**

More communities perish of neglect than overuse, so it's important to determine whether a healthy demand for youth or Millennial insights exists within your organization. Once a community is created and youth are invited to share their opinions, it's critical to follow through with a dialogue that, over time, gains momentum.

The second greatest risk is that you uncover a voracious desire for insights, struggling to match internal demand with the ability for the community as well as the resources surrounding it to keep pace. While this is a problem worth wishing for, the organizational discipline that is required to keep supply and demand in steady balance can be a challenge.

Once a youth research online community has managed to gain a solid footing within an organization, the impact is impressive. The ROI of a YROC is so compelling (see sidebar page 3) that the cost of insights becomes nearly negligible. Once the fixed costs of developing a community have been amortized, the marginal costs of each research project are almost trivial.

Companies that invest in a digital central nervous system that feeds insights from the marketplace to the strategic core find themselves well ahead of the competition. The fact that you can institutionalize a listening post among Millennial audiences while reducing your overall research budget creates a compelling case for the development of your own youth research online community.



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