



# CONSUMER VILLAGE

## WHAT IS CONSUMER VILLAGE?

"The Village" is a Gongos-owned and managed online consumer insights community, with thousands of active members nationwide. Consumer Village blends the entertaining nature of social media with the dynamics of research. Utilizing our proprietary Instinct™ platform, the Village provides an immersive experience for both in-depth qualitative and quantitative insight generation.

## BENEFITS TO USING CONSUMER VILLAGE



HIGHER RESPONSE RATES  
THAN STANDARD SAMPLE PANELS



SHORTER FIELD TIME  
FOR ACTIVITIES - TYPICALLY 2-3 DAYS



ACCURATE & COMPREHENSIVE DATA AS A RESULT OF  
THOROUGH DATA QUALITY CHECKS

## USES

ABILITY FOR RAPID FOLLOW-UP INSIGHTS TO COMPLEMENT YOUR EXISTING FINDINGS

PROVIDES A FORUM TO ADVISE ON THE SURVEY DEVELOPMENT PHASE

QUICK ACTIVITIES TO INFORM SHORT-TERM DECISION MAKING

FLEXIBLE APPROACH FOR QUALITATIVE STUDIES INCLUDING: MODERATED DISCUSSIONS, JOURNALS, PHOTO AND VIDEO RESPONSES, + PRODUCT PLACEMENTS