

# Immerse

AI-powered digital mass qualitative solution for early-stage feedback

## Confidently move forward with your executions

Understand the potential for success in the early stages of your creative, packaging or innovation process with Immerse. This online text-based qualitative tool offers the insights and flexibility of qualitative research with the confidence of larger sample sizes.

Immerse leverages AI-powered text-based platform, Remesh, to engage with large groups of respondents and analyzes their responses in real time. The sessions address the key criteria of ad, pack or product development success, following Toluna's tried and tested frameworks. Our expert research consultants use these best practice guidelines to craft the discussion guide ensuring key metrics are captured. The report weaves together the overall story based on the close and open-ended questions.

This exciting solution allows our clients to watch insights unfold in real time.

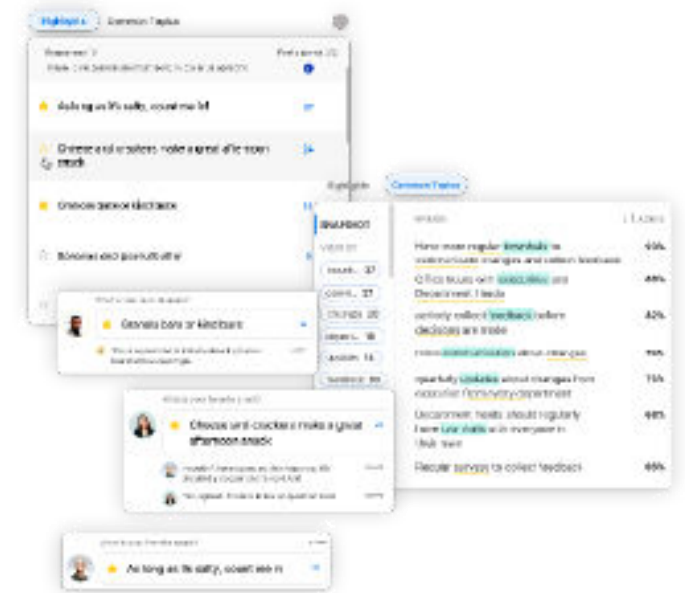
## Our approach

Respondents are recruited online to attend the live session at a specific date/time. We over-recruit by 4-5x in order to achieve the desired number of completes.

The discussion guide and stim is pre-programmed onto the platform and deployed according to the allotted time per question.

An expert Qualitative researcher provides live commentary on the key insights, looking at data cuts and open-end thematic clusters in real time. This provides an engaging, transparent, shared experience for the client/agency team fostering alignment, collaboration and quick/confident decision-making.

Static or video stim can be shown. Participants answer poll and open-ended questions, with the option for voting on some/all open-ends. This provides a hierarchy of what themes are rising to the top (agreement % score per open-end); and enables a sharing of ideas across the sample.



## What you need to know

- 40-80+ respondents per session
- 3-4 week timeline from KO
- Evaluate and optimize 1-3 concept ideas, ads or pack designs



Combine the inspiration of qual with the greater confidence of larger sample sizes



Quick & actionable insights



Watch insights unfold in real time from anywhere in the world