

Who's Already Using New THOUGHTspace?

Contributed by Cobalt-Sky
Monday, 19 September 2011

Jaguar, Land Rover, Range Rover, Logica and more –
Â

THOUGHTspace, the new portal from MM-Eye, developed by Cobalt-Sky, enables brands to investigate emotive statements from web surveys in clear detail.

The THOUGHTspace portal uses the intuitive new THOUGHTscape process and includes word cloud and phrase cloud technology. Results aid visualisation and analysis and help to build brand loyalty.

Jaguar, Land Rover, Range Rover, Logica, and more leading brands, are already using the THOUGHTspace portal to bring to life a measurement of emotional engagement with brand, company, communication or product that helps keep clients.

THOUGHTspace is an integral element of the THOUGHTscape research approach - brainchild of MM-Eye – Respondents give unprompted open-ended opinions about brands, companies, products or communications, which MM-Eye classifies into positive, neutral and negative emotions. THOUGHTspace answers a requirement to produce a portal that maximises the usability and value of the rich data generated by THOUGHTscape research.

MM-Eye sought help from Cobalt Sky

MM-Eye chose Cobalt Sky, trusted providers of online market research IT services, to help build the new web-based portal. After a close collaborative project, Cobalt Sky developed THOUGHTspace for MM-Eye's breakthrough new MR process.

Cobalt Sky worked closely with the THOUGHTscape team to follow their precise and complex requirements. When asked how Cobalt Sky performed, Matthew Crane, MM-Eye, Data Consultant, stated "Cobalt Sky were just fantastic".

THOUGHTscape engages respondents in a way that tick boxes just don't

Developed as a bridge between non-verbal neuroscience techniques and over-rationalised, prompted scales, THOUGHTscape allows freedom of speech and works for any target in any country.

For more details on THOUGHTscape, contact MM-Eye on: +44(0)20 7700 6363 or email: uk@mmeye.com

To learn more about developing a bespoke portal to suit your requirements, contact: Cobalt Sky on: +44 (0)20 8780 4000 or: info@cobalt-sky.com

6 September 2011