BuzzBack Unveils New Socially-Collaborative Qualitative Online Research Forum

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BuzzBack, a leading pioneer of online market research, has unveiled a new online social forum that allows marketers to solve brand challenges by connecting, interacting and iterating with consumers via short-term, collaborative communities. Ideal for consumer deep dives, exploration, concept building and co-creation, BuzzBack Hive is the only social-sharing platform to fully integrate BuzzBackâ€™s award-winning tools such as eCollageâ„¢ and Concept Focus.

BuzzBack Hive introduces pop-up qualitative communities within a familiar social media experience that enable consumers to communicate through blogs, idea building, photo sharing, time phased exercises, short polls and mobile exercises. Itâ€™s a new way of uncovering insights to consumer behavior and previously unarticulated emotions, setting it apart from traditional research methods.

Todayâ€™s social-networking consumer is already predisposed to relating with others in interactive communities like Facebook, Instagram and Pinterest. Hive capitalizes on this consumer propensity to readily share opinions and experiences (including pictures and video) in a social context. As a result, companies that leverage BuzzBack Hive benefit in several ways:

- With the opportunity to connect and connect again, companies gain deeper understanding about consumer behavior through iterative qualitative exploration
- Because Hive fosters collaboration and co-creation, companies develop better concepts based on shared experiences and idea-building over time
- Through integrated innovative visual and projective techniques, companies extract consumersâ€™ latent attitudes, behaviors and feelings.â€œItâ€™s important that todayâ€™s research methods evolve along with consumers toward more socia collaborative communication. BuzzBack Hive allows marketers to strategically optimize the give-and-take of social media and to relate with consumers in the same way that they are already relating to others online,â€• stated Carol Fitzgerald, Founder and CEO of BuzzBack.

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