YouGov partners with DigitalMR to offer online communities for market research in Iraq

Contributed by Daniel Sims
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YouGov, a large well-known market research agency with operations around the world, has after careful evaluation decided to become a DigitalMR partner, providing â€˜communities247â€™ to its clients in Iraq since October 2014. 'communities247' is a private online communities platform by DigitalMR that allows companies anywhere in the world, including Iraq, to recruit consumers for the purposes of market insights, co-creation, activation, and customer advocacy. To find out more about communities247 click here: http://www.digital-mr.com/pr_communities.php.

The platform is multilingual and fully customisable, and equipped with a range of useful marketing research and communication tools, most of which have been especially designed by the DigitalMR team of researchers and technology specialists to bring innovation and efficiency to the marketing insights process. Some of the available tools that enable engagement with the community members are:

i.Â Â boards247 â€“ moderated bulletin board discussions enabling the use of rich media
ii.Â diary247 â€“ video and photo diaries for ethnography
iii. chat247 â€“ chat group discussions
iv. poll247 â€“ polls
v.Â online surveys
vi. wall for informal conversations

Michalis Michael, DigitalMR CEO, said: â€œIraq is not one of the places that we envisaged as an early adopting country for communities247, so we are doubly delighted with the fact that YouGov brought our platform to this country and is using it successfully.â€•

Malia Milligan, YouGov Chief of Staff - Iraq, said: â€œcommunities247 was easy to customise with our branding and the local language, and the flat monthly fee makes it a cost effective and flexible solution.â€•