

**IMAGINE A
RESEARCH
AGENCY
THAT HELPS
YOU SOLVE
PROBLEMS,
NOT JUST
IDENTIFY
THEM.**



SMART INSIGHTS

Market insights when and where they happen



amr can survey across all major smart phone and digital devices – iPhone, Android, and Blackberry.

Mobile phones are an ever present part of our lives. Smartphones, better thought of as personal computing devices, are even more integrated into the way we live. We sleep with them; we work with them; play with them; and engage with companies and others through smartphones. Increasingly they are the main way consumers access the internet and engage with brands.

For understanding how and why consumers choose your brands, engage with your service or communication, smartphone surveys provide a powerful new tool in market understanding. Its mobile nature means you can capture information when and where the behaviour, and engagement happen, whilst still providing the same privacy and quality standards as regular computer and telephone surveys.

Smart Use, Right Solution

When time and place are critical to understanding your market, mobile surveys are ideal. These time and place critical areas could cover out of home studies when consumers are making decisions, consuming or just experiences, or are exposed to your communication.

Mobile based surveys are also ideal for mobile staff, like sales and servicing staff that do not have access to a computer during their working day.

amr can also integrate the survey system into your company apps for streamlined customer experiences.

- Experiential campaigns
- Out of home media
- Retail & service experience
- Hotel feedback
- Events

Key Six Points for Smart Mobile Surveys

1. Consumers on the move
2. Out of home experiences
3. Targeted questions
4. Time and place issues
5. Live capture vs. panel recruitment
6. On site feedback

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Smart Targeting

amr works with Australian and international panel providers who have smart phone users tagged on their panels, allowing us to target the right people. However, the full power of mobile based surveys is interacting with consumers in the field. While there are a number of different approaches to getting consumers, a simple and engaging approach is to use QR codes (quick response). QR codes are rapidly gaining adoption as marketers integrate them in their packaging and experiential campaigns.

Smart Practice, Best Practice

Punchy and to the point. Smart phone surveys are done on the go, on smaller screens, and while waiting . . . life's pause moments. This all means the best surveys are measured in a number of questions. With disciplined thinking and smart design, a lot can be understood by a few key questions. At amr we recommend up to ten questions per participant. With smart design, this is not a limitation.



QR Code

Smart Survey Ideas

Mobile surveys are not merely small scale pc surveys. They have functionality and applications that have a natural fit with an experiential environment. Below are some of the features used for mobile surveys to engage and improve the value of insights they help capture.

- **Live voice capture.** Hear what consumers think and feel.
- **Photo capture.** Have consumers or staff take photographs of target objects. For example, promotions, locations, product they are using.
- **Video capture.** When greater detail of their surroundings or of themselves giving their opinions is needed.
- **Face coding.** Real time capture of how consumers react to your creative.
- **Live polls.** Engage your consumers by giving them the results of the survey or parts of most interest.



Working closely with many of Australian and international organisations – private and public – amr focus is on helping clients leverage market insights into business growth. To understand more about the benefits of mobile surveys contact amr.

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