

"Just what I was looking for! A combination of research AND digital expertise."  
— Behavioural Scientist, Major Finance Brand

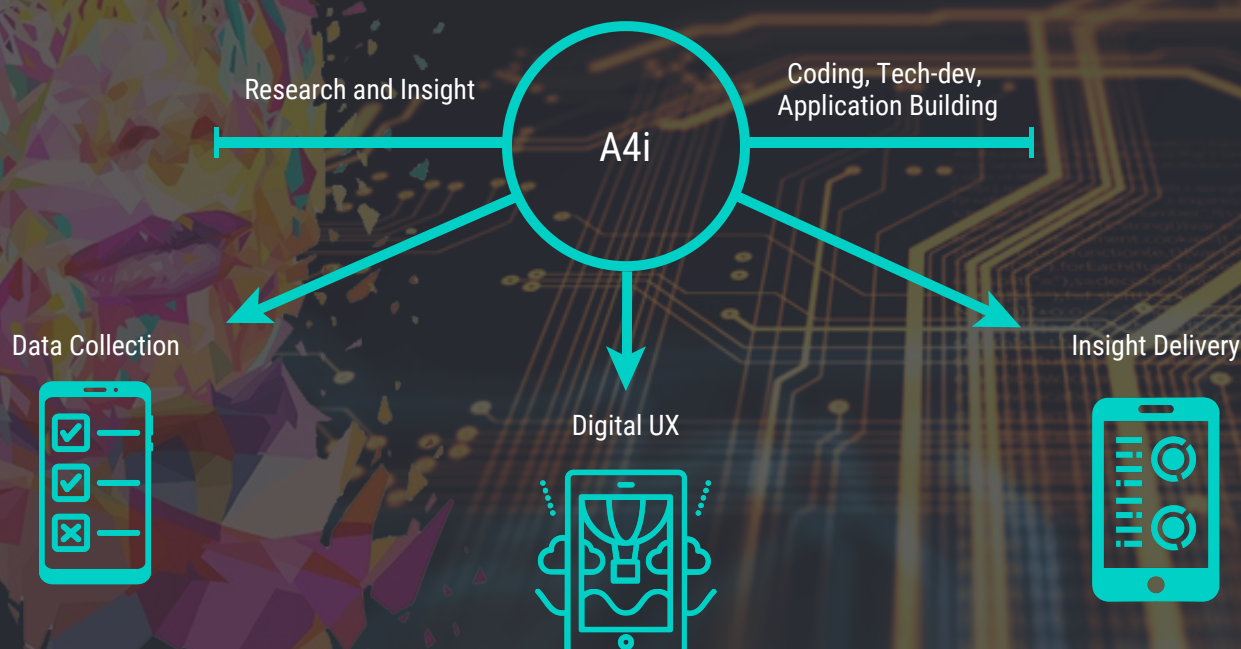
# A4i

## A4i in Action

Apps for Insight (A4i) is the new yet evolving unit at Skopos, uniquely blending the worlds of research and digital development. A4i not only helps you research your digital propositions, it can help you build them.

### Apps For Insight (A4i)

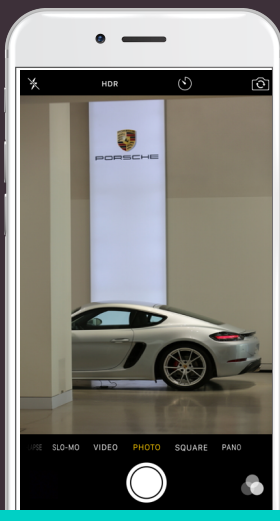
A4i: A strategic joint venture between Skopos (the global market research consultancy) and HearMe Scientific Ltd. (a developer of digital engagement and communication applications).



### Success Stories

|          | Finance                                                                                                                                                                                                                                                                                                | Media                                                                                                                                                                                                                                                                    | Digital & Devices                                                                                                                                                                                                                                                                                        |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Why      | The brand developed a new financial health scoring methodology, allowing users to see their scores through an app. They needed the app to provide a positive CX, reduce pain points, and help grow their customer base.                                                                                | A well known media brand wanted to understand aspirational, plus actual, readership relationships and brand equity through <b>data collection</b> - across multiple markets and channels.                                                                                | One of the top digital & device brands wanted to explore app usage, consumption and behaviour (across smartphones and tablets). Identifying, as well as sizing, typology groupings - for development and targeting purposes.                                                                             |
| How      | Skopos proposed qualitative testing for their prototype review. Methods touched upon: in-depth in-person interviews, observation, and dummy app testing to understand <b>digital UX</b> .                                                                                                              | A robust, international, online brand evaluation <b>Mobile-led Digital Survey</b> was conducted, amongst readers (a typically unresponsive and difficult to reach audience). With inter audience subset and market benchmarking analysis undertaken.                     | A pop-up (digital) community was used to probe app attitudes, usage and behaviours. A subsequent survey was developed for smartphone owners - to validate the qualitative observations.                                                                                                                  |
| What Now | Skopos identified strengths and weaknesses within the proposed app design—unearthing what worked well, as well as what was a hindrance. Attitudes and responses informed the <b>A4i</b> team of areas that needed optimisation. The brand are now confident they will hit their targeted release date. | A far superior, granular, understanding of vital audiences for the brand was able to be delivered, along with the associated brands health and vitality measures. This has facilitated far greater content tailoring across a number of digital and traditional channel. | Skopos' <b>app-based insight delivery</b> highlighted the types of apps downloaded, as well as the general attitudes and behaviours towards them - with all outputs cut (and sized) by segment – identifying the 'core' apps for different consumers and scale of the associated leverage opportunities. |

### Engaging Effortlessly



#### Real-Time Feedback

Research embracing the mobile device offers a range of applications:

- Life Logging
- Decision Journeys
- Experiential Events
- Ad & Brand Encounters
- Social Listening
- Human & AI Blending: Chatbots

### Portfolio of Professionalism

Bank of America

mbna

LLOYDS BANKING GROUP

Friends Provident International

HALIFAX

ZURICH

YAHOO!

Mashable

NBCUniversal

The New York Times

The Economist

The Telegraph

Apple

SONY

EE

O<sub>2</sub>

DELL

SAMSUNG

POST OFFICE

Royal Mail

DHL

TNT

FedEx

Travelport

McDonald's

TESCO

innocent

Pernod Ricard

ghd

Sainsbury's

William HILL

InterCasino

888.com

bet365

Ladbrokes CORAL

1Camelot

skyscanner

Mercedes-Benz

beats by dr.dre

e-on

CHIEF OF CHESHIRE

+ many more

Award winning insight consultancy

Approved, Accredited, Assured

Pioneers in digital MR innovation

### International Influence:

- The Skopos Group has operations and offices around the world
- Allied to long, established, relationships in all major global markets
- Our international reach ensures we can draw upon local market knowledge, understanding and relevance for all of the international research programmes we conduct