




COMMUNI TAP

Insights unleashed, maximum potential fulfilled.

A close-up photograph of two young women. The woman on the left has long brown hair and is smiling broadly, looking towards the right. The woman on the right has blonde hair and is shown in profile, whispering into the ear of the first woman with her hands cupped around her mouth. The background is softly blurred, suggesting an indoor setting with natural light.

CommuniTap revolutionizes how we carry conversations between consumers and brands.
Interactive communities, immersive environments, **unfiltered conversations**.
It's qualitative research on steroids!





CommuniTap is interactive, syncs seamlessly with the digital lives of consumers, and can go **places brands haven't dug into before.**

It gives participants 24/7 mobile and web access to a research platform where they can engage in conversations, upload videos, answer surveys and share pictures of their daily interactions with your brand and other competitive brands.





It is unprecedented in its ability to allow folks to express themselves more safely, openly and honestly—a degree of comfort that pays.



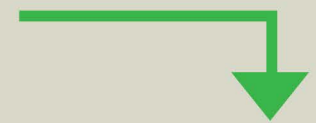
COMMUNITAP

CommuniTap's customized research communities allow you to cover a wide range of topics in a designated or longitudinal time frame. This gives you greater flexibility and breadth!

In the moment, with

depth

flexibility and



TRANSPARENCY



COMMUNITAP



**Community members in
this format are very candid.**

The approach and discussions can be adjusted on the go to respond to emerging themes.

Community members in this format are very candid when discussing personal issues, which leads to **very bankable transparency.**





Obtain richer and more intimate consumer-to-brand connections than ever before.

 **COMMUNITAP**

Capture defining aspects of the
consumer-brand experience:
Impressions, interactions and impact.

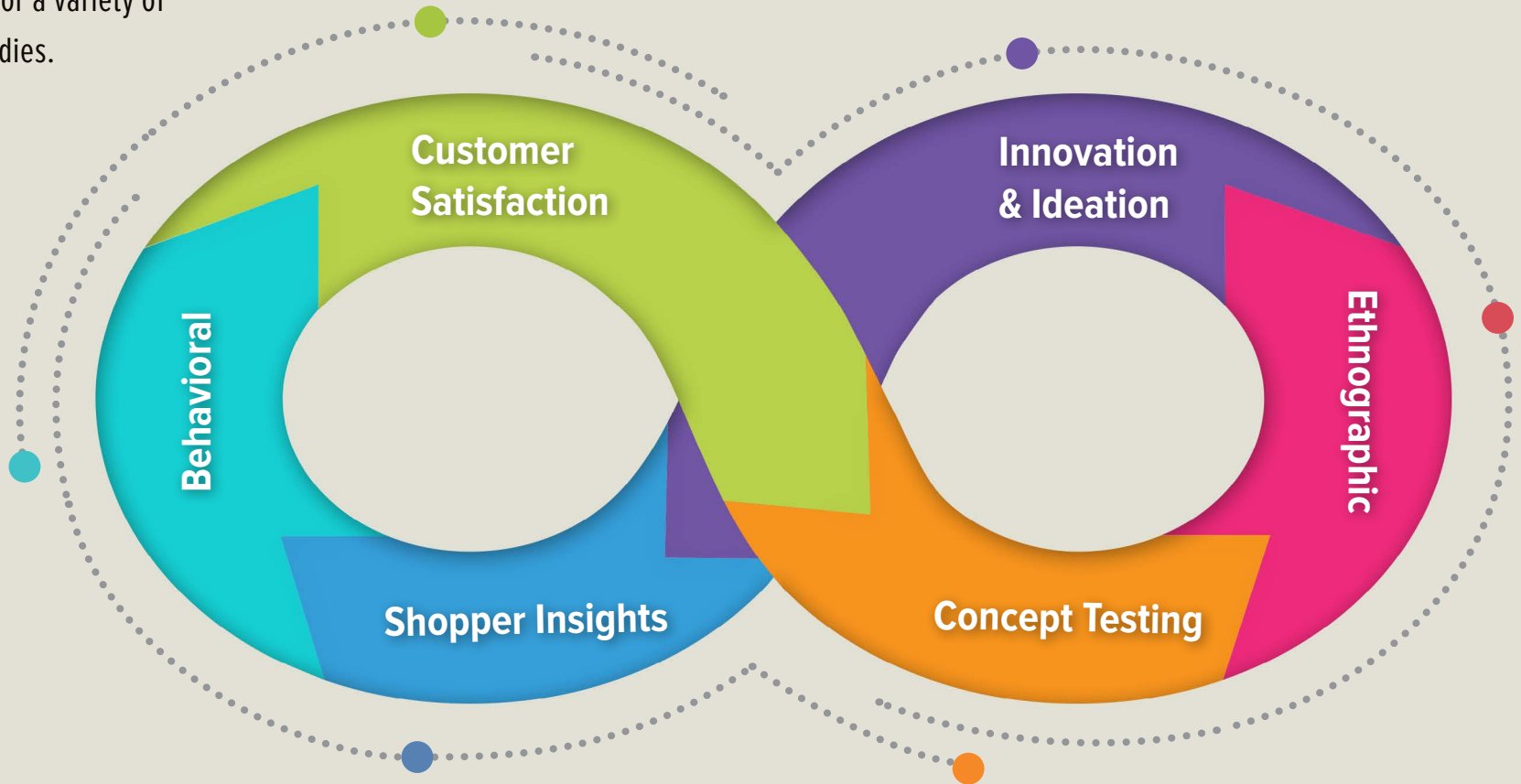


We deliver robust brand insights that are replete with detail and new century chatter.

We give your teams an insider's perspective on how your target audiences interact with your category and brand.

Taking qualitative research studies to an all-time high.

CommuniTap makes getting rich and insightful data from any group of people simple. CommuniTap's immersive environment is well suited for a variety of qualitative studies.





CommuniTap has the ability to include participants, online and offline, across geographies, ethnic groups and acculturation levels.

CommuniTap is multi-lingual and multi-country to garner multi-wows.





COMMUNITAP

Open your insights tap today

Through a high level of customization and intimacy, CommuniTap offers some of the most exciting developments in research today. With CommuniTap, qualitative research is only limited by your imagination and your desire for deeper investigation.

For additional information, please contact us at: info@communitap.com