



Applied Marketing Science has consulted to the following corporations:

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|------------------------------------|-------------------------------------|---|
| 3Com Corporation | GAP | Pfizer |
| 3M Health Information Systems | GE Energy | Pitney Bowes, Inc. |
| AT&T Corporation | GTech | Playtex Products, Inc. |
| Airlines Reporting Corporation | Garlock Sealing Technologies | Polaroid Corporation |
| Allmerica Financial Life Insurance | General Cinema Corporation | Principal Mutual Life Insurance Company |
| Alltel Communications | General Electric Company | Procter & Gamble Company |
| America Online | General Mills | Providian Financial |
| American Airlines | Gillette Company | Prudential Health Care |
| Avery Weigh Tronix Consulting | GrafTech | Prudential Insurance Company |
| BAE | Guidant | RL Polk Company |
| Baker Hughes | Honeywell | S. C. Johnson & Son, Inc. |
| Bard | IBM Corporation | Sargent-Welch |
| Baxter Healthcare Corporation | ISBM | Schlumberger, Limited |
| Bayer Corporation | Inovonics | Sherwin Williams |
| Becton Dickinson | Intel Corporation | Siemens Medical Systems |
| Behr Process Corporation | Intelsat | Sikorsky Aircraft Corp. |
| BioMedical Life Systems, Inc. | Intertape Polymer Group | Solidworks |
| Biogen Idec | Intuit, Inc. | Sorin Biomedica |
| Biosense Webster | JP Morgan Chase & Company | Southern Company |
| Bloomberg | Jacuzzi | Sprint Communications Company |
| Blue Cross/Blue Shield of Florida | John Hancock Financial Services | Stanley Works |
| Bobcat | Johnson & Johnson | State Farm Insurance |
| Bosch | Kimberly-Clark Corporation | Steelcase, Inc. |
| Bostik | LI-COR Biosciences, Inc. | Stryker Corporation |
| Boston Scientific | Lifecore Biomedical | Sun Life Insurance and Annuity Company |
| Brinks | Lucent Technologies | Sunrise Medical |
| Brother Industries | MAQUET Critical Care | Sunstar |
| COBE Cardiovascular, Inc. | MIT | Tate & Lyle |
| Caterpillar | Mark Andy, Inc. | The Hartford Company |
| Chicago Cubs | Masco | Thrivent Financial |
| Church & Dwight Co., Inc. | MasterCard International | Trane/American Standard |
| Clorox Company | Mead Johnson | Transoma Medical |
| Colgate-Palmolive Company | Merck & Company | United Parcel Service |
| Cooper Industries | Microsoft Corporation | VOSS Water |
| DUSA Pharmaceuticals, Inc. | Milwaukee Electric Tool Corporation | Ventana Medical |
| Deere & Company | Moog | Veryfine Products, Inc. |
| Dow Chemical Company | Motorola, Inc. | Viking River Cruises |
| Eastman Kodak Company | National Grid Group | Vistaprint |
| Ebay | National Starch and Chemical | Volkswagen of America, Inc. |
| Edwards Lifesciences | Nationwide Mutual Insurance Company | Warner Lambert |
| Emerson | Nellcor Puritan Bennett, Inc. | Wellpoint |
| Enterprise Rent-A-Car Company | PPG Industries | Wesco Bruckner |
| Ethicon, Inc. | Pacific Gas & Electric | Xenergy |
| Exelon Corporation | Pacificorp | Xerox Corporation |
| Fidelity Investments | Pella Corporation | |
| Florida Power & Light Company | Pepco | |

About AMS

Applied Marketing Science is an innovative Voice of the Customer research and consulting firm. We help companies truly understand the needs of their customers and then translate those needs into superior new product and service designs and improved business processes and strategies. AMS was co-founded in 1989 by Professor John Hauser, Kirin Professor of Marketing and Head of the Management Science Area at MIT's Sloan School of Management. With the continued close involvement of Professor Hauser, AMS has become an internationally recognized leader in Voice of the Customer (VOC) market research and QFD analyses. We have consulted with hundreds of clients in dozens of key industries, helping them develop better new products and services to strengthen their bottom line.

EXPRESSIONIST™

*The Interactive, Online,
Groupsourcing Tool*



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What is EXPRESSIONIST™?

EXPRESSIONIST™ is an interactive, online, “*groupsourcing*” tool developed by Applied Marketing Science (AMS) in conjunction with researchers at the MIT Sloan School and Columbia University. EXPRESSIONIST lets participants engage in a meaningful, multi-layered discussion on any particular topic or set of topics – anonymously, from anywhere in the world, and at their convenience. Unlike more conventional “*crowdsourcing*” tools that depend on participants to find *you* and decide to enter the discussion of their own volition, EXPRESSIONIST relies on “groupsourcing,” i.e. a **focused** group of carefully selected individuals, working on a **focused** set of problems, for a **focused** period of time. In addition, EXPRESSIONIST makes use of an innovative, research-based incentive system that has definitively been shown to produce a greater number of more thoughtful contributions over traditional methods.

EXPRESSIONIST can be used to focus and engage customers for many purposes:

- Exploratory research
- Concept testing
- Message testing
- Communication strategy development

AMS consultants work closely with your team to identify and recruit the right respondents to form an online community – usually for a finite period of time – that is focused on your specific needs. Once a group has been established, we train them on how to participate in the online session and explain the parameters involved.

By allowing group members to provide product and/or concept feedback online, EXPRESSIONIST gives you tremendous insight into the community’s thinking and opinions.

How is EXPRESSIONIST Different?

EXPRESSIONIST’s web-based format and unique incentive system solve many of the common problems found with traditional in-person panels and focus groups. In-person focus groups limit you to gathering information from a small group of participants in a compressed period of time. EXPRESSIONIST, on the other hand, allows participants from a wide variety of locations to work on a topic for as long as you want, usually 10 days to two weeks, saving travel and scheduling costs, and giving participants enough time to think in depth about the topic.

Benefits of EXPRESSIONIST

By combining the advantages of online focus groups with a creative incentive system, EXPRESSIONIST promotes both higher participation and top-quality submissions. The result of this combination is an extended focus group-like session that is convenient, productive and fun! Additional benefits of EXPRESSIONIST include:

- **Anonymity:** The anonymity of the web and the use of personalized, yet non-revealing icons encourage candor, resulting in honest opinions and feedback, even on highly sensitive topics.
- **Asynchronous Participation:** Participants can log in and contribute when it’s convenient for them, no matter where they are or what time it is. The group is not required to be online simultaneously, which can be very difficult to schedule.
- **Greater Number of Participants:** Without the constraints of travel, scheduling and space, EXPRESSIONIST can accommodate up to 30 participants at a time, allowing you to gain more feedback and a wider diversity of opinion.
- **Greater Focus:** EXPRESSIONIST makes use of “groupsourcing” rather than “crowdsourcing,” a technique that creates greater focus throughout the process. Instead of a free-for-all where anyone can talk about anything over an extended time period, EXPRESSIONIST focuses the people, the topics, and the time period.
- **More Thoughtful Contributions:** The asynchronous nature of EXPRESSIONIST encourages participants to think through their responses before entering them.
- **Innovative Incentive System:** The proper kind of incentive system has been shown to increase both the quantity and quality of participants’ submissions. EXPRESSIONIST’s scoring system grants points commensurate with the number of comments contributed, which solves the “free-rider” problem. It also adds additional points for building on submissions made by other group members, which encourages greater thoughtfulness and collaboration. Participants receive a portion of the cash or prize pool based on the number of points they’ve earned.



EXPRESSIONIST Session Excerpt

The screenshot shows the EXPRESSIONIST web interface. At the top, there's a header with the logo, a 'Refresh' button, and a user profile icon with '12 points'. Below the header are navigation buttons for 'My Account', 'Instructions', and 'Feedback'. The main content area is titled 'Background: How can airports improve the travel experience?' and includes a 'Top Players' list with two users and their scores (43 pts and 28 pts). Below this is a 'Seeds' section with a list of discussion points, each with a dropdown arrow and a small icon. The points include: '11.0 How can airports improve the travel experience?', '11.1 Include Internet ports/jacks in the gate waiting areas, preferably next to each seat.', '11.1.1 Moreover, make the high-speed access free for passengers. Additionally, place electrical sockets near the seats. Most people who are utilizing the Internet could also benefit from a power source.', '11.1.2 Create a play area for little children.', '11.2.1 Indeed, include supervisors (day-care providers) so folks can leave their children to have a little fun.', '11.2.1.1 Great idea!', and '11.2.1.2 Don't forget the older kids - provide computer/video game areas where teens can relax while waiting for flights.' A comment box at the bottom shows a user's comment: '[Comment] I would have loved this as a teenager!'. The footer includes the Applied Marketing Science, Inc. logo and copyright information: '©COPYRIGHT 2011 APPLIED MARKETING SCIENCE, INC.'

AMS consultants are experts in identifying and recruiting hard-to-find participants based on your objectives and specifications. They can be drawn internally from your own organization and/or externally from individuals whose particular subject matter expertise is related to the discussion topic. Support is available seven days a week to answer any questions that may arise before or during the sessions. Additionally, we have the technical and market research expertise to moderate your EXPRESSIONIST session, and then analyze and synthesize the results in a full report that helps guide your next steps.

