

# Advanced Strategy Lab® OnLine

## Announcing ASL® Snapshot for Targeted Interactive Research

Harris Interactive's Advanced Strategy Lab® and Advanced Strategy Lab® OnLine have proven to be dynamic qualitative research tools. The base Advanced Strategy Lab is a laptop based local area network with advanced collaborative software that could be used for in person sessions for 15 to 25 participants at our centers or via a mobile laptop lab at client or off-site locations. Advanced Strategy Lab OnLine enables the platform over the internet for simultaneous voice and data sessions with a similar number of participants but allowing the individual participants to be at their own respective locations.



### Announcing ASL Snapshot

Now Harris Interactive is adding a new twist to the ASL series by announcing ASL Snapshot which runs like a typical Advanced Strategy Lab OnLine session but is a shorter and more focused session when your research need is a more targeted issue—brand perceptions, consumer trends or new product ideas. Additionally, ASL Snapshot opens the door to another valuable component of Harris Interactive—the Harris Poll Panel for direct recruiting of ASL Snapshot sessions:

- ASL Snapshot is run over the internet as a simultaneous voice and data session where participants work in a shared collaborative environment to respond to key questions and assessments in real time. A typical session would have 20-25 recruited participants online via their standard web browsers and voice conference call;
- Snapshot is a specified timeframe, typically 30-45 minutes of very focused interaction with the participants and facilitated by our subject matter experts. It's a short burst, but high impact;
- Participants are recruited directly from the Harris Poll panel - a proven panel of general consumers as well as key specialty areas that has been built over the years and constantly invigorated with new participants and specialty groups;
- A typical session would have a series of 5-7 key questions that would be posed for immediate and shared response. In some cases, the responses would be 'themed' or categorized so that immediate voting and assessment can be done on the issues and reactions;
- The client sponsor can log in online and electronically 'observe' the entire session and even communicate to the Harris facilitator via instant messaging to probe a specific area or change focus on the session;
- The formatted session document capturing all electronic responses, votes and survey results is available the next business day and an archived copy of the session can be accessed by the client to run any additional demographic queries on the session;
- Harris Interactive handles the 'housekeeping' of recruiting all participants, assigning login ids, paying out any stipends and handling any technical issues or questions that could occur during the session.

# Advanced Strategy Lab® OnLine

## Advanced Strategy Lab is an ideal tool for inquiry into:

- Process Evaluation
- Team Performance
- Structured Problem Solving
- Creative Idea Generation
- Action Plan Development
- Alternative Analysis
- Message and Concept Testing
- Communications Strategy Design and Evaluation

## Advantages of ASL include:

- Personal Approach
- Facilitator-Led Session
- Convenience of Online Reach
- Minimal Bias
- More and Better Ideas
- Accelerated Data Collection
- Collaborative Idea Generation

## Simplified Pricing and Simplified Process

Our pricing is a straight forward fee for a single session and a significant discount for a second session if conducted same day with the same base agenda. The goal is to leverage a very deep and well respected panel and further engage this panel with a focused and customized interactive session that will help the client respond to changes in the market.

We think that once you experience an ASL Snapshot, it may open up new ideas for other ASL and qualitative research that Harris Interactive can provide. We've found no limits to the ways our clients have utilized the base in-person Advanced Strategy Lab as well as our Advanced Strategy Lab OnLine offering over the past several years. As a global company, we use it ourselves for input and feedback on our own strategy and market planning.

## Getting Started and Participant Response

We invite you to talk further with one of your Harris client team professionals on how the ASL offering and the new Snapshot capability can be applied. Here's what our participants say about what they like with their ASL experiences:

"The interactive nature of the session. This is my first experience of this and I would love to look at utilizing this technology within my own organization" (financial services executive)

"It was easy and quick, time flew by. Very relevant issues in education today... I love the use of technology, as a learner, I found it very cool!" (professional educator)

"It opened up dialogue about how certain ethical issues are being played out in practice" (medical student)

## How ASL OnLine is Delivered:

- Via the internet by standard browser access. No download or plug-in required
- Simultaneous voice call along with interactive response input by the participants allows a rich combination of discussion and data
- Clients can observe the session real time and interact as needed with the Harris facilitation team

## Contact Us

For more information about ASL or custom research at Harris Interactive, please call **877.919.4765** or email [info@harrisinteractive.com](mailto:info@harrisinteractive.com)

AHEAD OF WHAT'S NEXT.

877.919.4765 [info@harrisinteractive.com](mailto:info@harrisinteractive.com) [www.harrisinteractive.com](http://www.harrisinteractive.com)

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