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Qskingcanadians™

**Digital Strategy & Innovation.**  
**The Changing Face of Market Research**  
**in a Consumer-Centric Society.**

# Today I'm here to talk about ...

- Our Story
- AskingCanadians™
- Data Collection Methods

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# OUR STORY

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We were founded in 1998 as a Toronto-based digital strategy & innovation firm and home to AskingCanadians™.



Our Story

# 1. Grow Digital in Canada

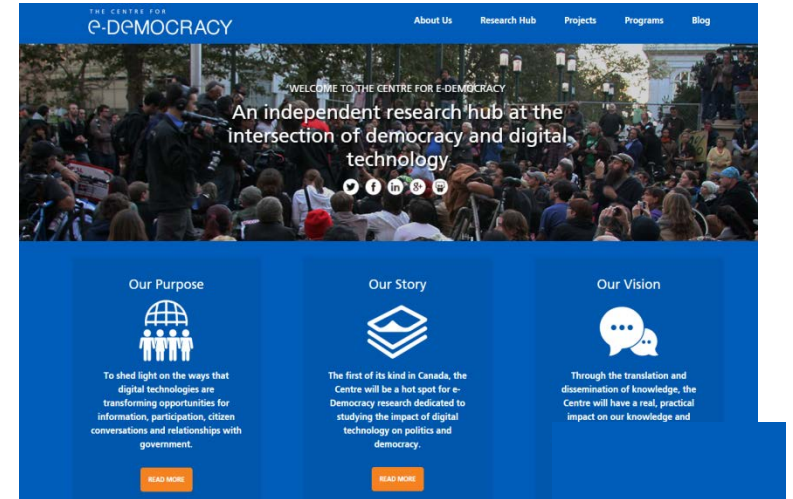
The Digi Awards (formally the CNMA)



Ryerson Digital Media Zone



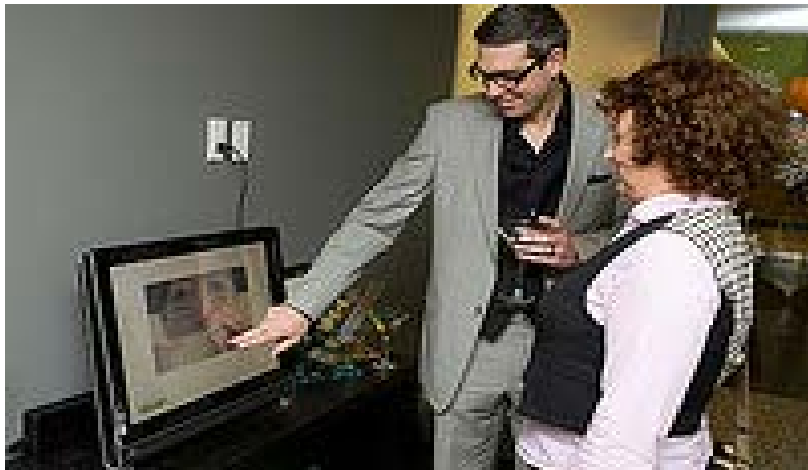
Centre for e-Democracy



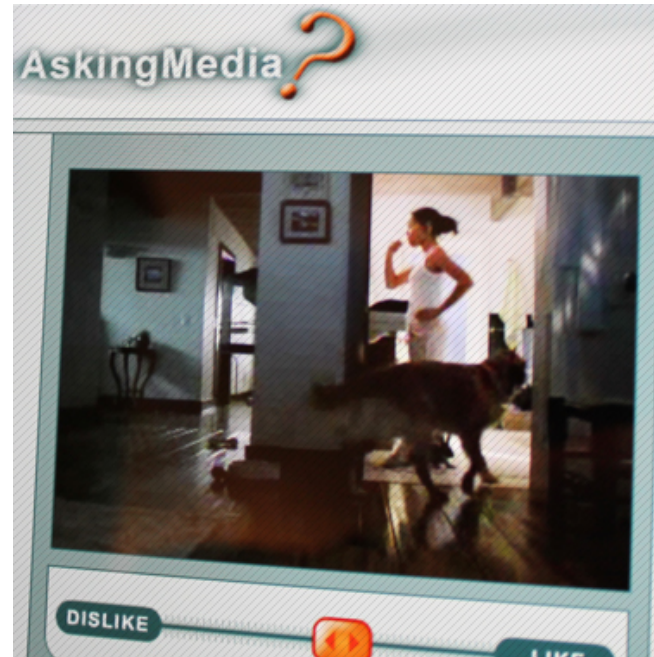
Our Story

# 2. Think Innovation & Commercialization

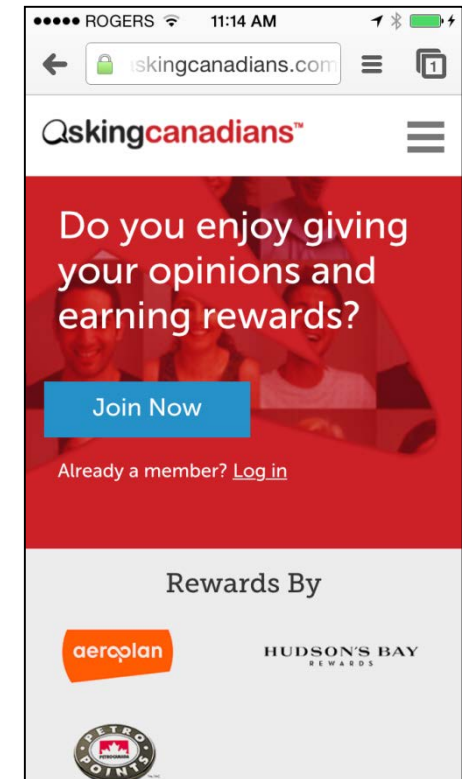
eReception / Lobby Management System



Online Media Testing Tool



AskingCanadians.com™



# 3. Build a Great Team



Our Story

# 4. Work with Great Organizations

## Finance



## Retail & CPG



HUDSON'S BAY



## Tech & Telecom



## Pharma



abbvie

## Government & Energy



## Media



## Market Research



criticalmix™



St. Michael's  
Inspired Care.  
Inspiring Science.





Our Story

# Online Research Panel



Access opinions from 600,000+ Canadians

2,500+

studies / year

500+

variables

30%

response rate

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Qu'ensez-vous<sup>MC</sup>

# Member Profiles

## CONSUMER PROFILING

- “Tombstone” demographics
- Household Income
- Ethnicity / Language
- Attitudes towards and ownership of technology
- Online & Mobile behaviour
- General attitudes
- Loyalty program membership(s)
- etc....



## B2B PROFILING

- Industry
- Number of employees
- Annual revenue
- Decision-making influence such as:  
IT hardware, software, financial services, etc.)
- Title / role within company
- etc....

# Member Profiles

## MOBILE

- Phone / Tablet
- Currently Own
- Plan to Purchase
- Device Type
- Usage Habits
- Online purchase via mobile

## CONSOLE

- PS vs XBOX vs Wii Owners
- Console Intenders by Type
- Usage Amounts and Habits (gaming, photos, streaming videos/music/movies, etc...)



## DIGITAL

- 20,000+ Console Owners
- 10,000+ Console Intenders
- 40,000+ Hardcore Gamers (40+ hrs/wk)
- 100,000+ Mobile Owners
- 50,000+ Paid app Users
- 35,000+ “Technology” Early Adopters
- ...and much more!

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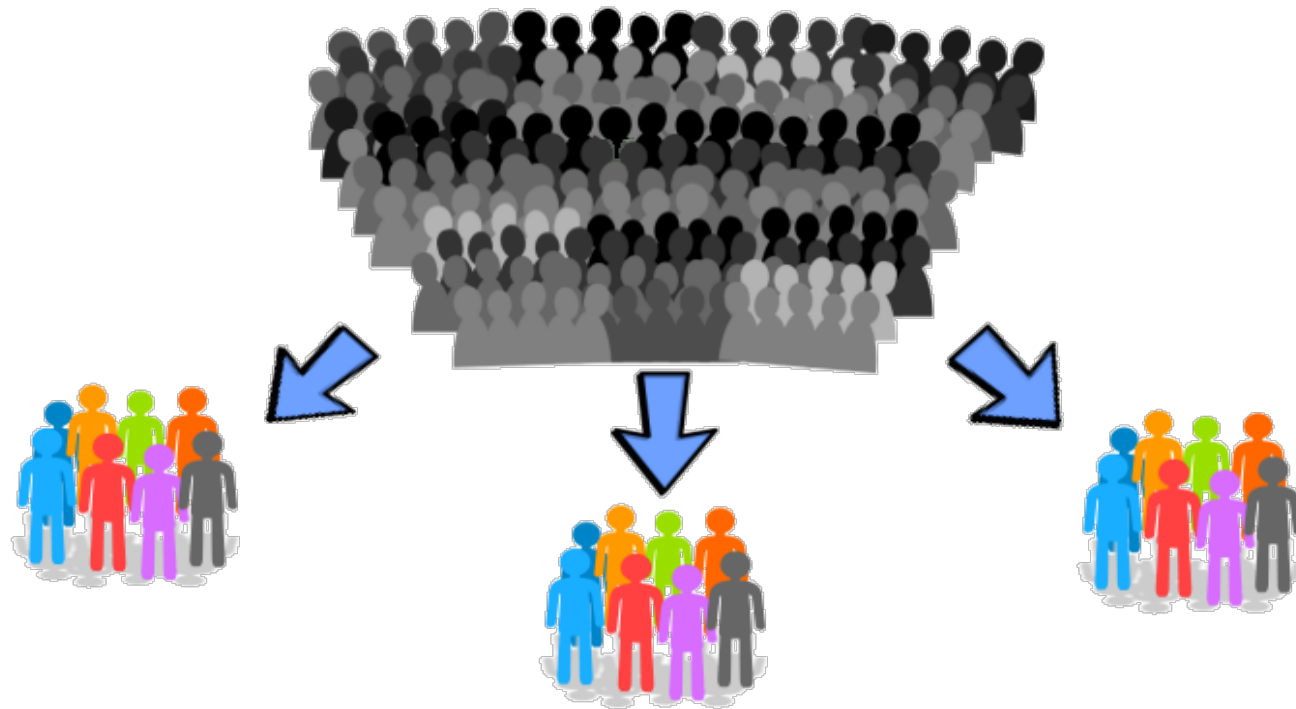
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# INNOVATIVE DATA COLLECTION METHODS.

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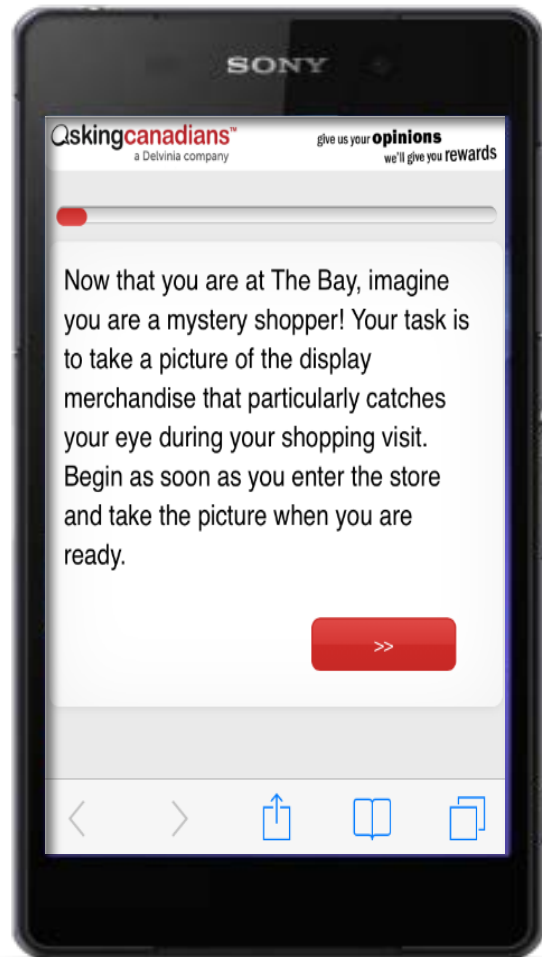
# Panel Segmentation

Qskingcanadians™ | Qu'enpensez-vous™



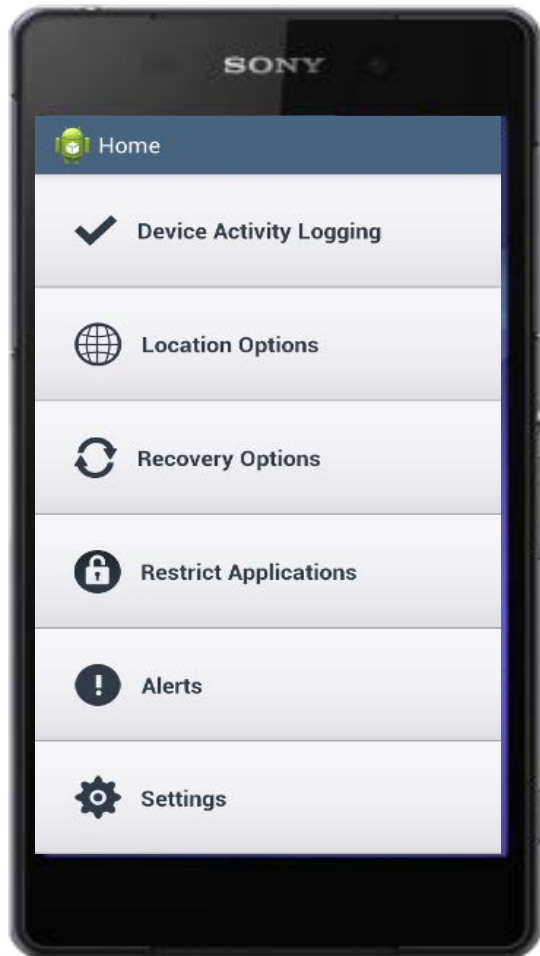
Inspiring Innovation and Discovery

# Mobile Research





# Mobile Research

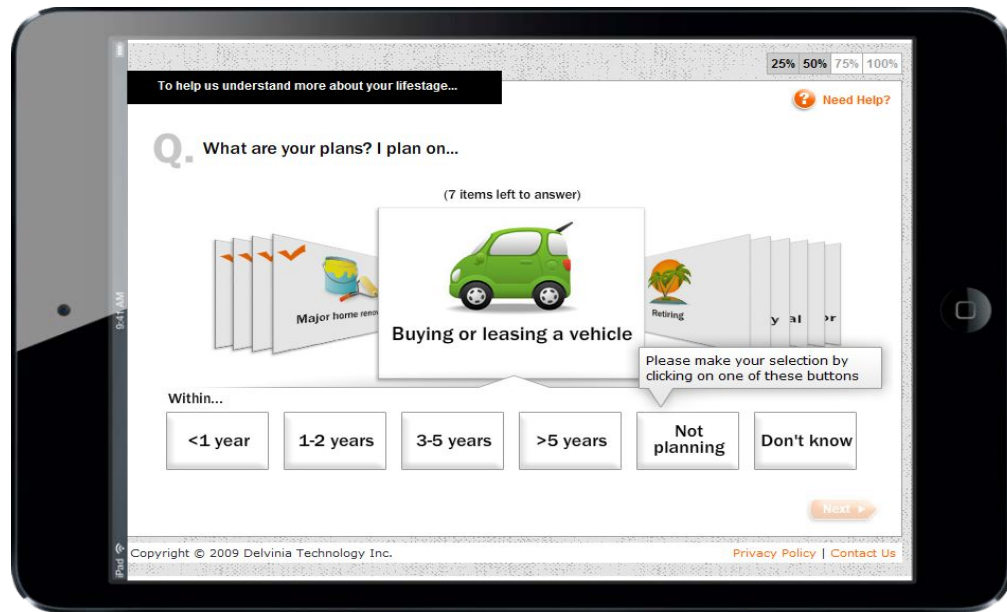


Device Activity Logging		
Messages		
<input checked="" type="checkbox"/>	Text Messages	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Multimedia Messages	<input type="checkbox"/>
Contacts		
<input type="checkbox"/>	Address Book	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Call History	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Voice Memos	<input type="checkbox"/>
Media		
<input type="checkbox"/>	Upload files via Wi-Fi only	<input type="checkbox"/>
<input type="checkbox"/>	Photos	<input type="checkbox"/>
<input type="checkbox"/>	Videos	<input type="checkbox"/>
Storage		
<input type="checkbox"/>	Dropbox <small>(Only cached files)</small>	<input type="checkbox"/>
Browsing		
<input checked="" type="checkbox"/>	Websites Visited	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Bookmarks	<input checked="" type="checkbox"/>
Other		
<input type="checkbox"/>	Calendar	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Apps Installed	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Gtalk	<input type="checkbox"/>

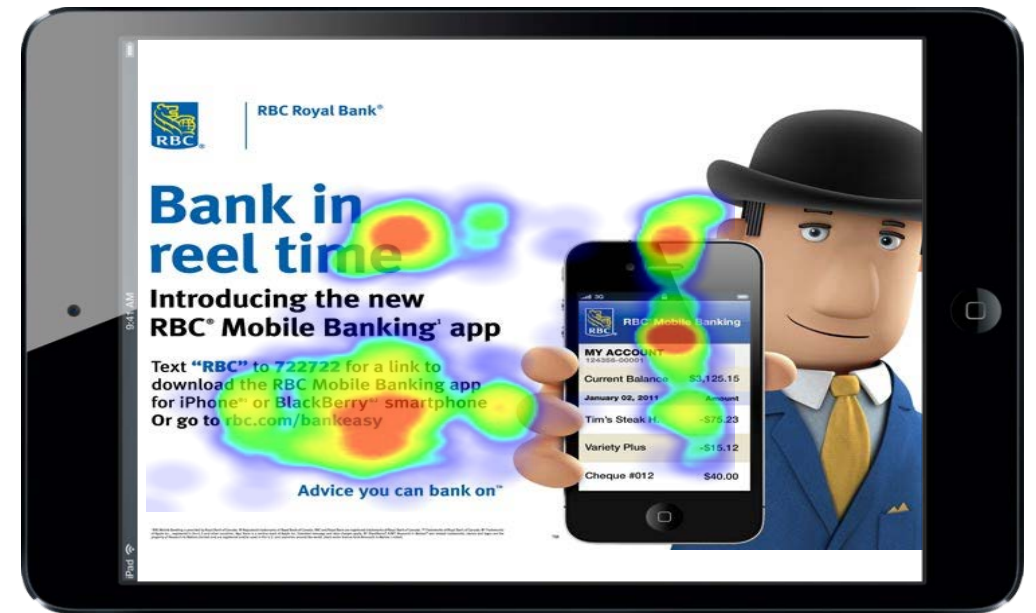
## PASSIVE DATA TRACKING

The ability to passively collect data through mobile. With this tool, and personal consent, you have access to and the ability to track search items, photos, social media and GPS data.

# Online Research Tools



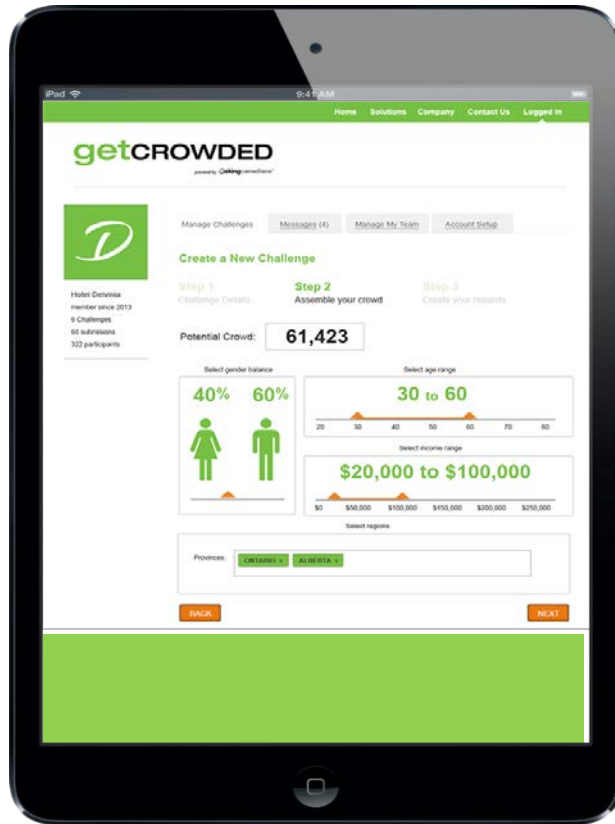
Innovative data collection  
interactive survey platform



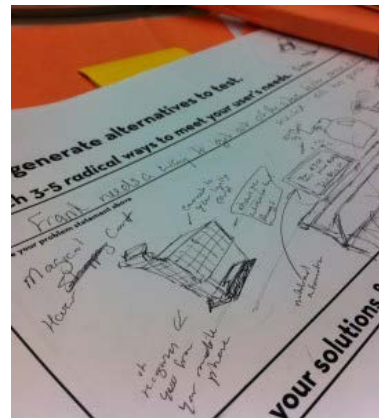
Innovative data collection  
validation & concept testing platform



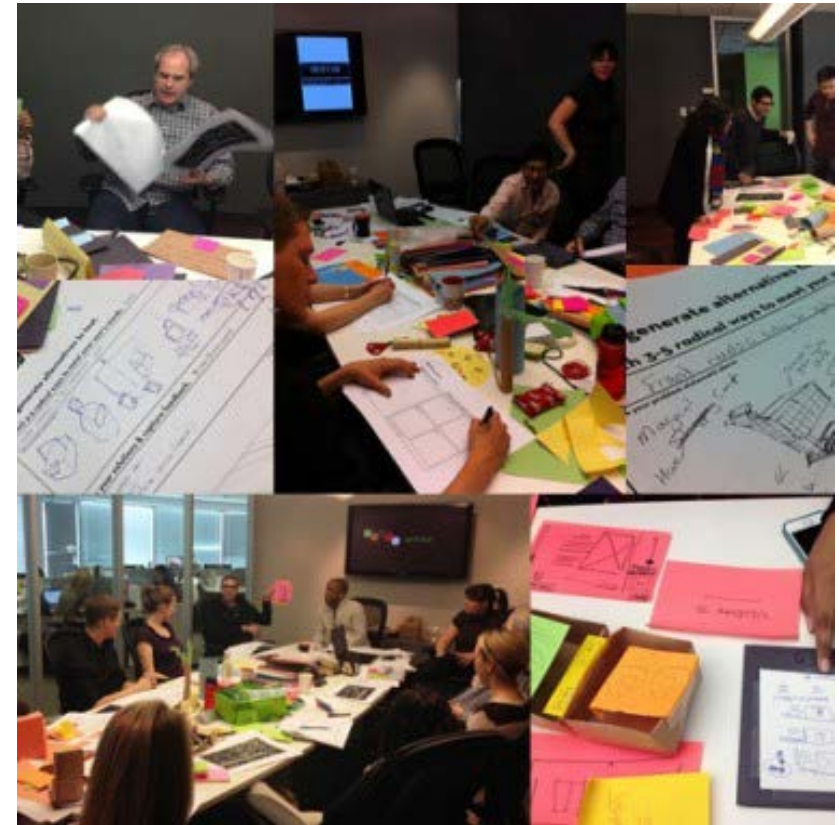
# Online Research Tools



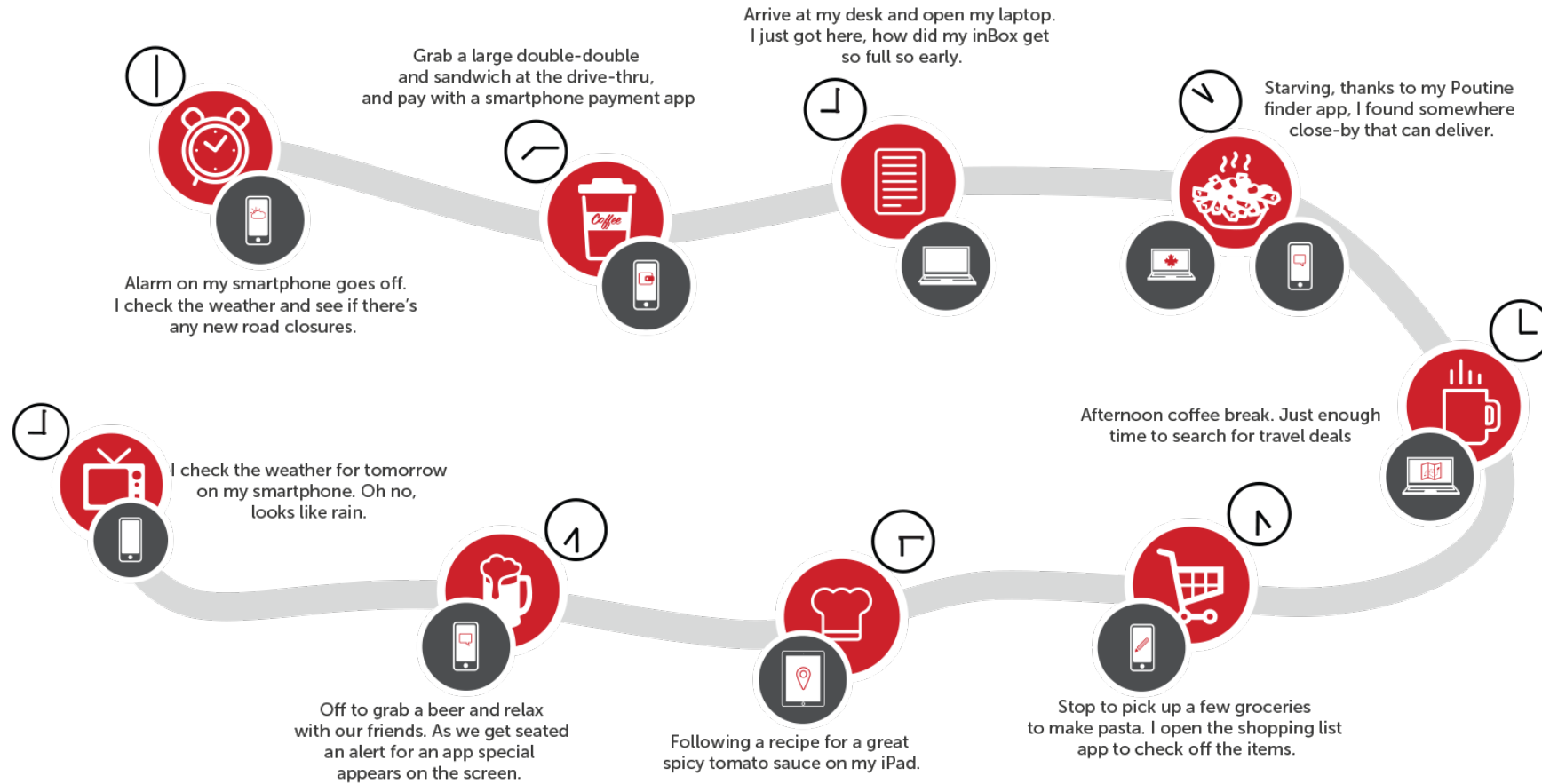
getCrowded™  
idea generation platform



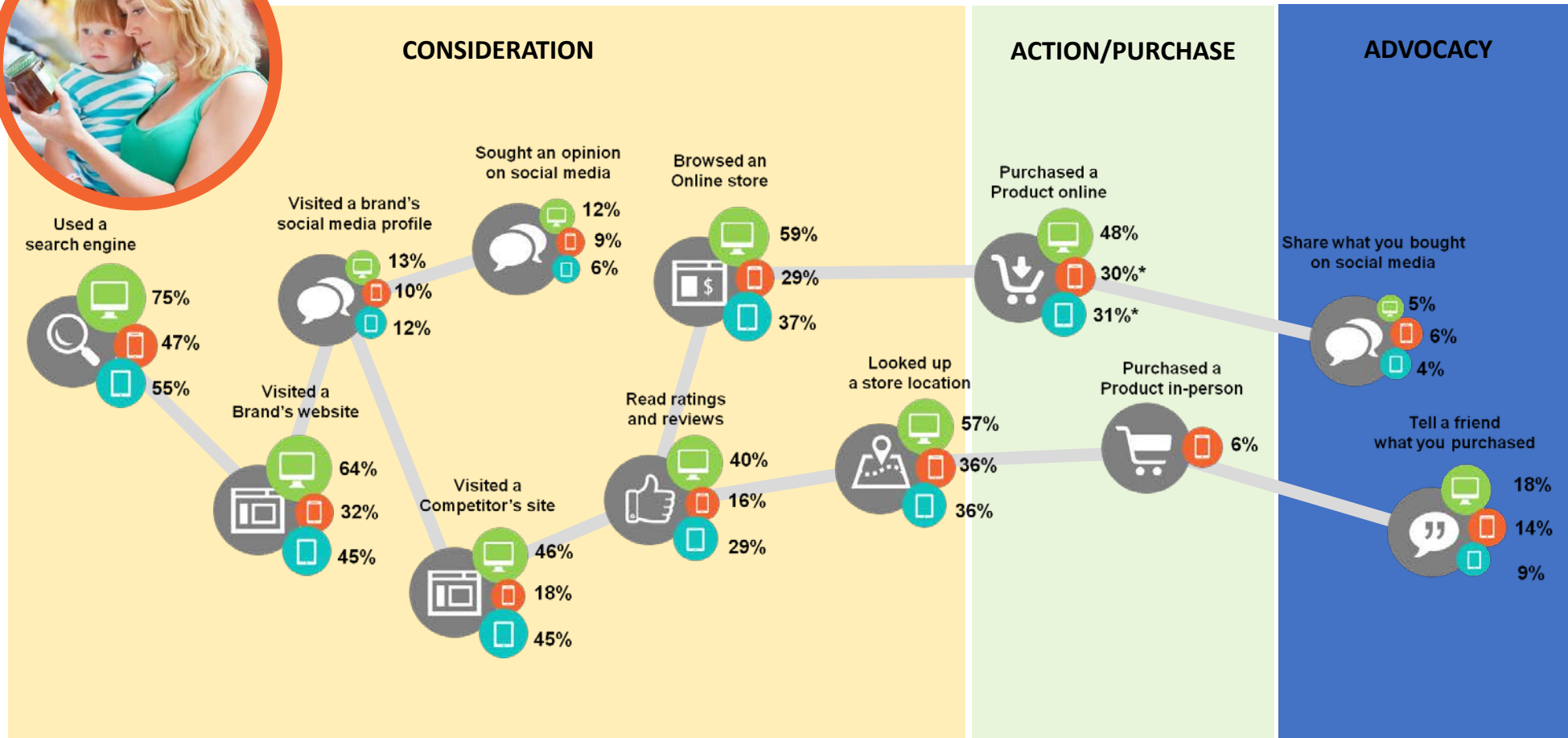
Workshops  
innovation sessions



# AskingAnywhere



# Data-Driven Mapping



PC

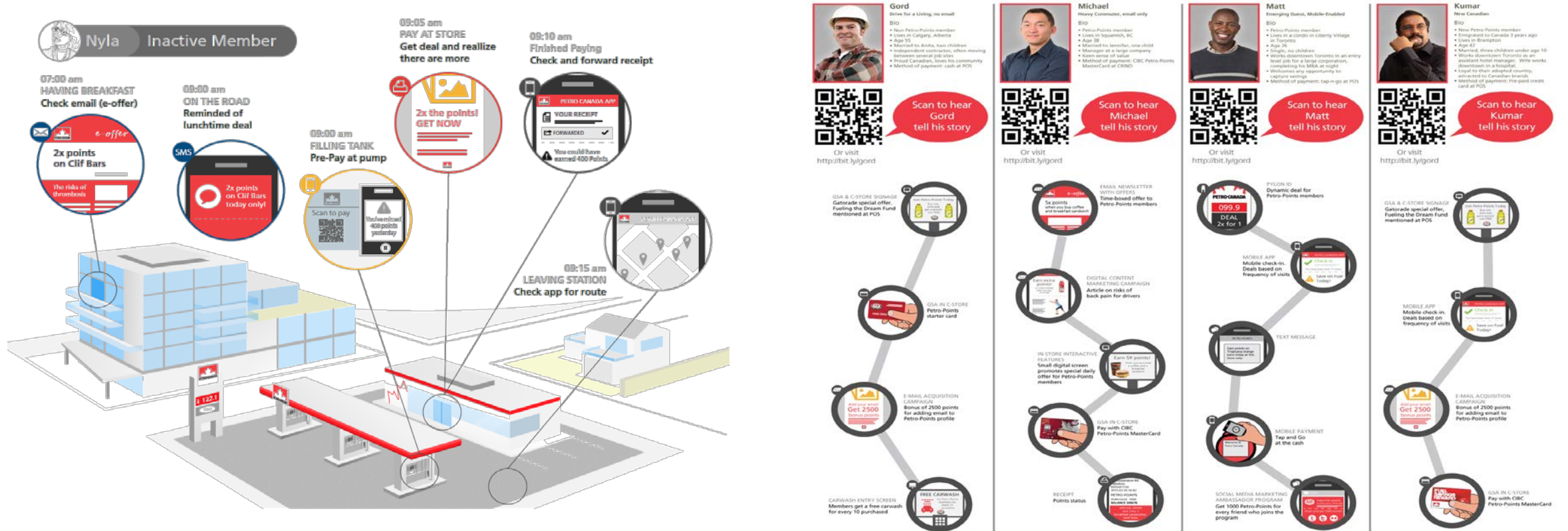


Smartphone



Tablets

# Digital Journey Mapping



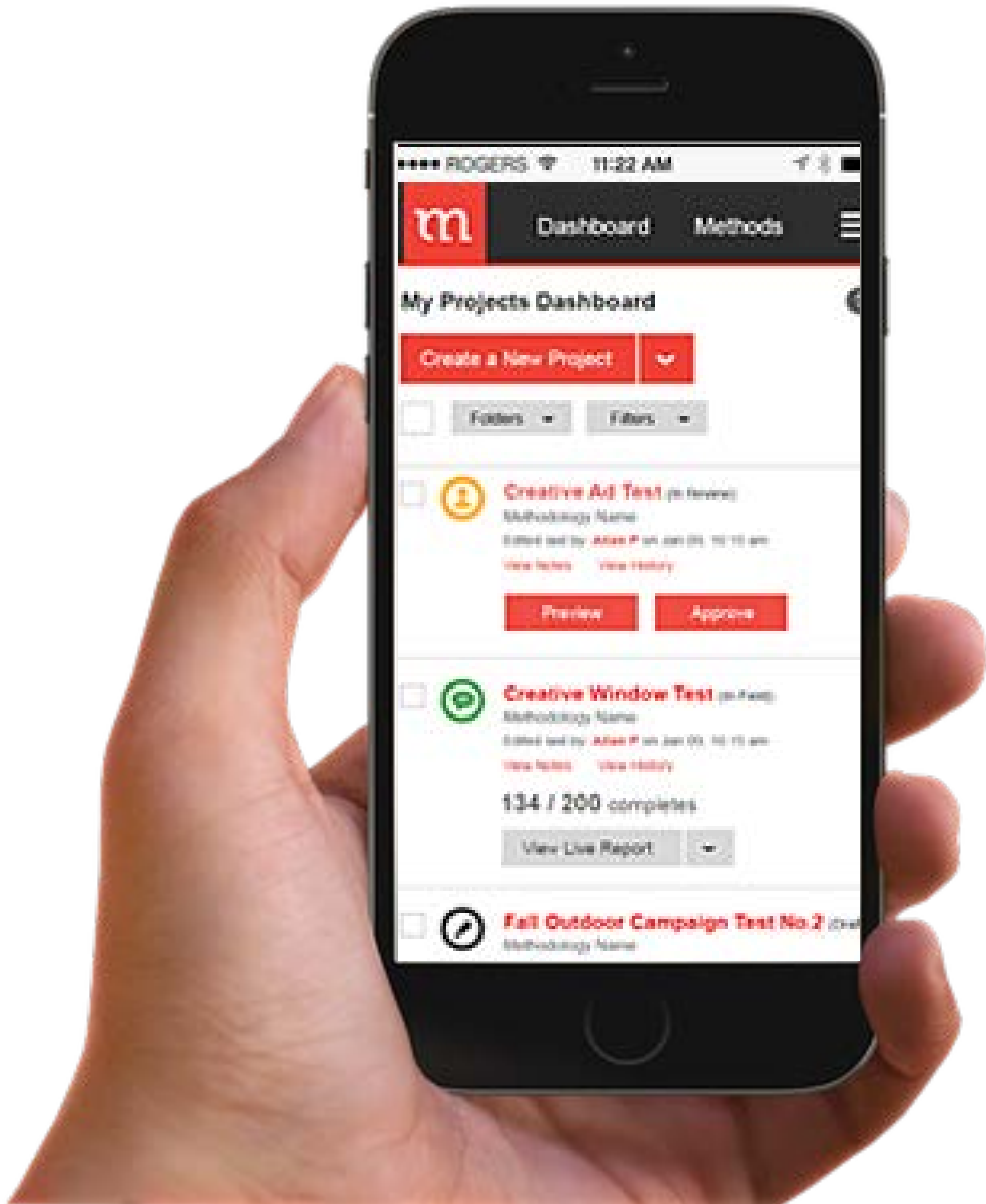


# What does AskingCanadians™ look like in 3 years?



A hand is holding a smartwatch. The watch screen displays a blue circular notification with the number '70' and the text '1 hour' above it. The background is a dark, textured surface.

**The opportunity is to design  
a truly user-centric research  
automation platform for  
marketers.**



One-click/touch design  
Mobile-first  
Governance  
Seamless Integration  
Use of Proven Methods  
Results in 48 hours

THANK YOU.

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CEO, Delvinia

