

DE GROTE TECHNOLOGIETEST



FACTS

- Client: VOKA (Flemish Association of Entrepreneurs)
- Mediapartner: VTM Nieuws, Het Laatste Nieuws, De Tijd
- Ran in May 2016
- Online test about knowledge, behavior and attitude towards new technology
- Participants could benchmark their profile with the rest of the general population and got feedback on their profile
- Results could be shared via Facebook and Twitter



THE CHALLENGE

How could VOKA:

- 1) Raise awareness on new technology and the consequences of disruption for companies?
- 2) Raise the debate about technology with consumers?

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APPROACH

- Based on expert interviews and desk research, iVOX developed a broad questionnaire about new technology
- 1,000 panel members representative of the Flemish population where interviewed online
- The results were used as building blocks to distinguish five different tech profiles, ranging from “Tech Traditionals” to “Tech Wizards”
- Based on this, an interactive test was developed where people could find out their own profile and benchmark their results with other participants, the general population and celebrities



IMPACT

Media partners	De Tijd – VTM Nieuws - HLN
Number of participants	65.535

MEDIA COVERAGE

- VTM NIEUWS: <http://goo.gl/34cLai>
- HET LAATSTE NIEUWS: <http://goo.gl/wUPyLi>
- DE TIJD: <http://goo.gl/7mFg1F>