



Impact

When market research is considered a means to a ‘marketing-end’, or even – strange as it may sound- as a cool add-on, or in those cases where market research by itself still sounds too much like an investment, like a what-a-man’s-gotta-do, a-man’s-gotta-do kind of job, lacking any WOW-factor or direct impact on the marketing, sales or PR or brand experience side, the Impact business unit would like to get you all excited and is ready to go.

The deal:

This is where the ‘sparking connections’ approach specifically serves our clients, by combining the best of the sometimes very different but interdependent worlds of research, marketing, PR and media content. We can even bet on it (and sometimes we actually do, just to prove we’re right). The possibilities are endless: An interactive content marketing campaign or programme built around quizzes, consumer profilers, survey-based consumer tests and contests,... all on top level thanks to consumer research based insights and domain experts joining in, to maximize consumer participation and increase exposure throughout (mass) media.

Ideal for clients who...

- Are focused on reaching consumers through (social) media
- Are up for an out-of-the-box creative approach to connect with consumers, with their help and approval

CLIENTS



CONTACT

Are you daydreaming about presenting out-of-the-box results to the upper management floor? We’re happy to wake you up to get started.

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