

# Relish Research

# Dragons' Lair



A&N MEDIA






CREATIVITY &  
INNOVATION

ACTIONABLE INSIGHTS

# INNOVATION



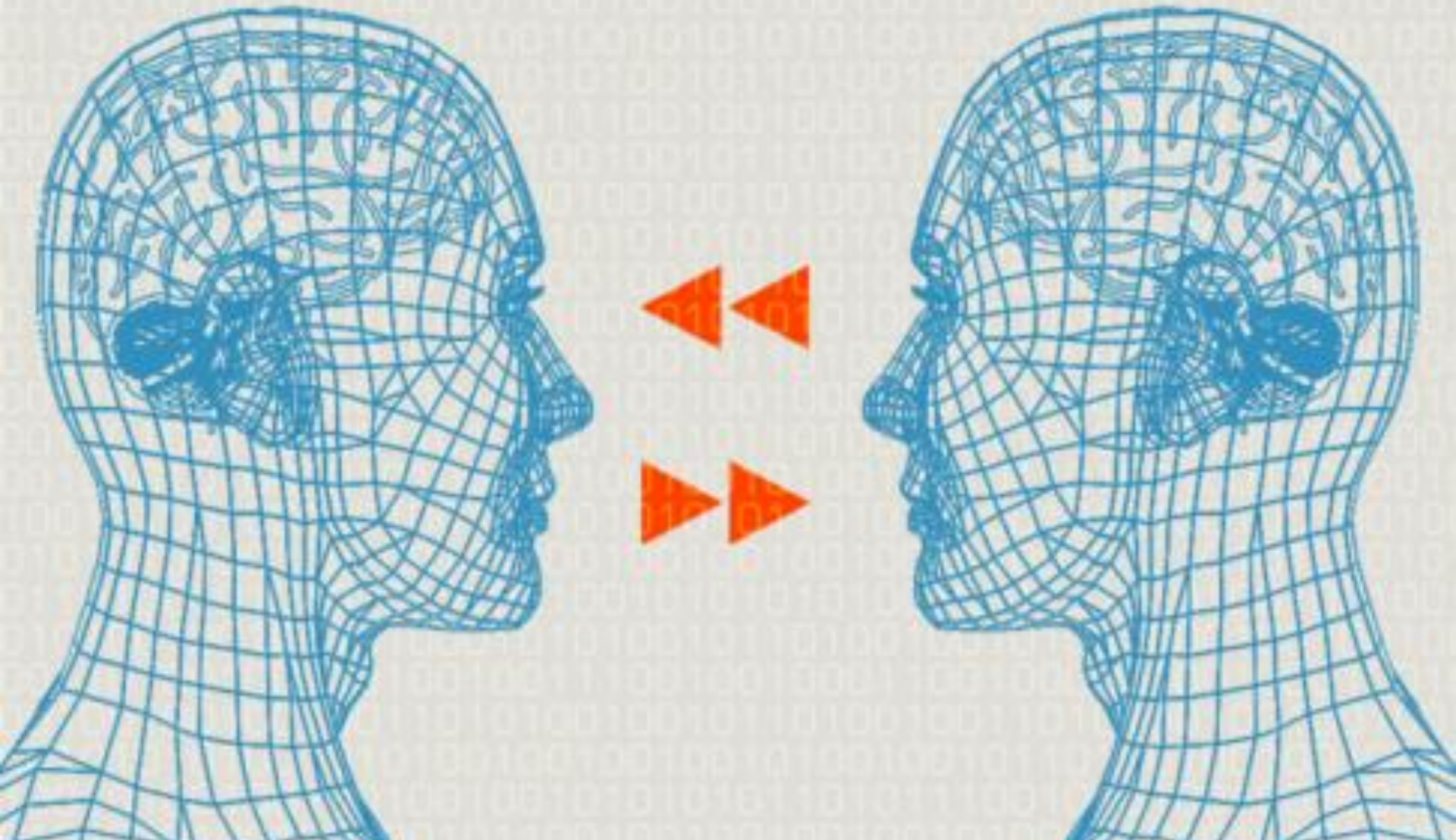


death by focus  
groups...?

'RESPONDENTS'...



# FROM RESPONDENTS TO PARTICIPANTS





Collaboration between  
brands and consumers



**@gregwallis**  
Greg Wallis

I'm beginning to hate Apple every bit as much as I used to Microsoft. There'll be no iPurchases from me!  
<http://ow.ly/5nQNA>



**@HugeArianator**  
- shannen. 🐣

I wanna have the iPad 2 & a MacBook Pro (final) this year. I love Apple products so much. :o



**@livvygtfo**  
livvy

I hate apple and everything apple made. About to leave the house and itunes erased everything on my iPad



**@rmm**  
Russ Matthews

I could not love Apple any more right now! iPhone replaced at Genius Bar Meadowhall (almost) no questions asked. Sweeeeet!!



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# Engaging the client team (and the consumers)



# Interaction between decision makers & consumers



1. Explore new ideas
2. Help the team interact with customers and prospects
3. Enjoyable format



Collaboration between  
client & research agency

# Dragons' Lair



Consumer immersion  
Co-refinement  
Gamification

# APPRAISE ASSESS QUESTION REFINEMENT



GAMIFICATION



LEARNING IS FUN...HONEST!



NTSC

# CALL OF DUTY BLACK OPS

RATING PENDING  
RP  
CONTENT RATED BY  
ESRB

Relish

treyarch

You need to learn how to play and how to beat people if you're going to win and gain the rewards



Don't you think you need to think about...







# QUESTIONS