



Go online (& mobile!)  
with IIM this spring .

Register for our free webinar  
on online hybrid approaches!

**Featured Blog:**

**7 Reasons Why You Should Consider Technology-Based Qualitative Research**

*When is the Right Time to Use Online Research?*



You might ask yourself, why would I use an online or mobile approach for qualitative research? Isn't it basically the same as doing in-person qualitative but in the virtual world? Well, while it's similar to in-person qualitative, technology-based approaches hold a whole new world of possibility and are beneficial in many situations.

Here are a few of our key reasons for using a tech-based research approach:

- Reaching a target with a low incidence
- Discussing a sensitive topic
- Saving money and travel time
- Quickly turning around projects and insights
- Engaging consumers for an extended period of time

For more reasons as well as Insights in Marketing's tips for recruiting for online research, [click here](#) to read the full post!

**Featured i-on-Women™ Workshop:**

**I am More Than My Age or Life Stage: Using Psychological Profiling to Better Understand Her**

Who we are as people is not easily defined by our gender, age, life-stage or income... there is much more to us than meets the eye! In this interactive workshop at **M2W® - The Marketing to Women Conference on April 15-17th**, Insights in Marketing's *i-on-Women™* team will discuss how the over reliance on demographics can lead you astray and how a deeper, more holistic understanding of your female target can lead to more impactful marketing.



Join us as we explore the various psychological and behavioral dimensions of women. Learn critical female behavioral drivers and key criteria for determining who she is and why she makes certain decisions.

[Click Here to Register for the M2W® Conference!](#)

**Save 25% at the M2W® Conference**

Enter discount code "Insights25" to receive your 25% discount on M2W® - The Marketing to Women Conference.



**Consumer Trend & Insight Tracking: Top News Stories from Q1 2013**



**10 Crucial Consumer Trends for 2013**

From mobile phone "moment enhancement" to amplified consumer crowd-sourcing trends, 2013 will be the year of opportunity for you and your brand! Read about all ten trends [here](#).

**Kid-Remixed Gourmet**

Consumers are looking for food and beverage products that remind them of their childhood (simpler times). However, they still want high-quality, elevated flavors and ingredients. Food products that can provide both will have great appeal to today's adult market. For more details click [here](#).

**Freshness & Good for Environment Top Packaging Priorities**

Consumers might be willing to pay more for packaging that keeps their food fresh longer and/or is more environmentally friendly. Considering these features when strategizing your pricing and packaging approach. Get full study results [here!](#)

**In This Issue**

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[Upcoming IIM Workshop: Using Psychological Profiling to Understand Her](#)

[Upcoming IIM Webinar: Hybrid Online Approaches](#)

[IIM In The News: i-on-Women Team's Research Featured in Adweek](#)

**Upcoming IIM Webinar: Leveraging Hybrid Approaches in Online Qualitative**

Are you new to online qualitative research or looking to get richer learnings through the online approaches you already use?



Join Jessica Ritzo, Head of Online Qualitative at Insights in Marketing on **Friday, March 15<sup>th</sup> at 2PM (CST)** for a free webinar on hybrid online qualitative research approaches. The webinar will focus on the benefits of leveraging *multiple technology-based tools* within a single project to achieve deeper engagement with consumers and uncover the insights that truly matter.

[Register for Free Here!](#)

**IIM In the News: i-on-Women™ Team's Research Featured in Adweek!**

In the latest [Women's Issue](#) of Adweek, author David Gianatasio discusses CPG brands that had the courage to market to women without relying on gender stereotypes. In his [article](#), he cites Insights in Marketing's recent research on marketing to women and mentions several successful female-focused marketing campaigns.



Gianatasio argues (and IIM agrees!) that these CPG campaign efforts are a step in the right direction, but that most female-targeted marketing still has ample room for improvement.

[Click here](#) for the full Adweek article.

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