**Scenario**

Facebook: a stage for opinions about the most relevant current topics, a means for expression and debate where everyone has a voice and the right to make a stand.

**Challenge**

How to explore the platform to hear what readers have to say about Gazeta creating a means for dialogue and insights for improvement faster and at a fraction of the cost of traditional surveys?

**Strategy**

We turned a private group in the social network into a lab for research and trends, in addition to turning it into a way of getting to know the buyer’s habits and preferences.

- **Main Functions:**
  - Evaluates share of mind, share of heart, product credibility and corporate image.
  - Estimates the Market potential of new products and evaluation in campaigns.
  - Captures trends associated with new business opportunities or changes, identifying profiles and clusters.
  - Speeds up surveys by collecting criticism and opinions that work as insights for campaigns, changes in products, etc.

**Methodology**

1. Selection of participants based on the aim of the research and the interactivity of each individual in the brand’s page.
2. Discussions in the private group stimulated Gazeta do Povo’s next steps, pilot trials and insights.
3. From the initial debate, a permanent panel was created for discussions in semi structured, unstructured or in-depth interviews.
4. The attitudes, perceptions and opinions brought our team closer to the reality and expectations of readers and non-readers in a faster way.

**Incentive Dynamics:**

R$ 3,50 per interaction

*non-cumulative with other comments and answers in the same post*

**Results**

- We raised a number of questions during 3 months within the panel, received hundreds of answers and were able to interact with readers.
- We collected insights for the institutional campaign and improvements/testing of products such as Enkontra.com and The Gazeta do Povo Club.
- There was increased interaction with the reading public and better understanding of how our products are perceived in Market.
- We tested the buying process for the classified ads and used the results in the practical improvement of product usability, improving the conversion rate of the e-commerce steps.
- Creation of a new communication channel to follow-up on the research panel in 2016.