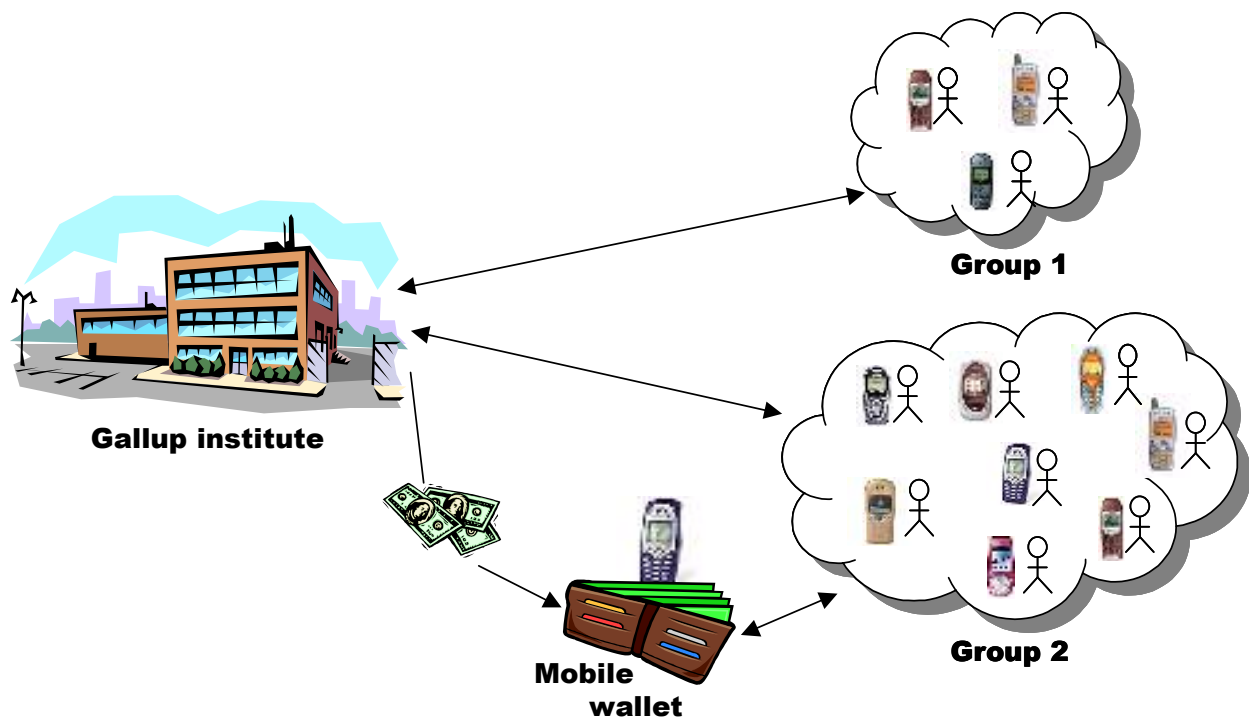


Concept type
Corporate SMS

Business Sector
Market analysis

Date
May 2003

Mobile gallup poll (survey)



Combine simple market analyses with mobile phones. It's possible to automate simple market analyses – and even the compensation. If you invite your audience to use a mobile wallet, it's possible to transfer payment here. Each answer may result in an amount transferred to the account.

For instance: Questions to people who are on holiday or traveling. Traditionally these people have been difficult to reach since they aren't at home. Use of mobile phone communication could decrease this difficulty. May also organize questions sequences (as long as the answers are quite short)

Young people: Make surveys about what they are doing during a period of time.

Handle request for and coordination of people that will participate in telephone interviews.