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GONGOS RESEARCH LAUNCHES i°COMMUNITIES MOBILE: “THE APP THAT PAYS YOU BACK”

Apple Approves Online Research Community App for U.S. Market

AUBURN HILLS, MI – September 24, 2010 – Gongos Research, a Honomichl Top 50 U.S. marketing research firm, has launched its i°Communities mobile app today, as announced by Vice President, Research Innovation & Technology Greg Heist. The emergence of the app is a testament to the company’s commitment to create immersive methods to engage consumers in marketing research. More specifically, the app was developed to offer a new dimension in online research communities, making them a more vivid reflection of consumers’ lives.

The i°Communities mobile app will be offered to the 30,000 consumers currently registered in the company’s client-sponsored communities. Additionally, it will serve as a gateway for the public to participate in the company’s proprietary Consumer Village online community of over 20,000 consumers.

“Mobile communities are the next generation of intimacy between consumers and corporations,” states Heist. “In the same way the iPhone has changed the way we think about mobile devices, we believe i°Communities mobile will change the way research fits into people’s lives.”

Consumers that participate in sponsored activities through i°Communities mobile will earn points that transfer into Amazon.com® gift certificates—making it “the app that pays you back.” In addition, Gongos Research donates a 5% match on points earned in Consumer Village to charities including Save the Children and Plan U.S.A.

In helping Fortune 500 companies develop new products and the way they market them, i°Communities mobile offers consumers the ability to:

- Participate in discussions, flashpolls and mobile-enabled online surveys
- Connect with other like-minded consumers about topics of interest
- Capture and instantly upload images and video to the community
- Discover active discussions among members with “Shake it Up” feature

“This is just the beginning of our mobile research strategy,” adds Heist. “We will soon extend it beyond Apple’s ecosystem.”

The i°Communities mobile app becomes available today as a free download for the iPhone and iPod touch in the [iTunes App Store](#).

Gongos Research manages [Consumer Village](#), its proprietary [metaCommunity](#)[®]—a large-scale “community of communities” used for qualitative and quantitative research. Consumers participating via [i°Communities](#) mobile will automatically become a member of Consumer Village *Airwaves*, a sub-community of mobile users. Non-smartphone users can also [join](#) Consumer Village on the company’s website.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Snackfood, Domino’s Pizza, Visa, U.S. Bank and GM. In 2007, the company was first named to the Inc. 5000 list of “The Fastest Growing Private Companies in America,” and in 2008 became a Honomichl Top 50 U.S. marketing research organization.

Gongos Research is a custom marketing research company that forms trusted [research partnerships](#) with Fortune 500 and leading companies. Blending high-level thinking, strategic analysis, ongoing innovation and proprietary technologies, Gongos helps guide companies in the development of products, services and marketing strategies. For insight into the Gongos culture, visit [gongos.com](#).

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