



# ICUBES

**Icubes is an online platform, designed for Ipsos employees and customers in order to monitor data**



# ICubes Log in

<http://icubes.ipsos.com.tr/?lang=en>

- Please type your email address and password.
- If you are a new user, please click on “Password reminder” button. After typing your email address, your password will be sent to your email.

ICubes v3.0

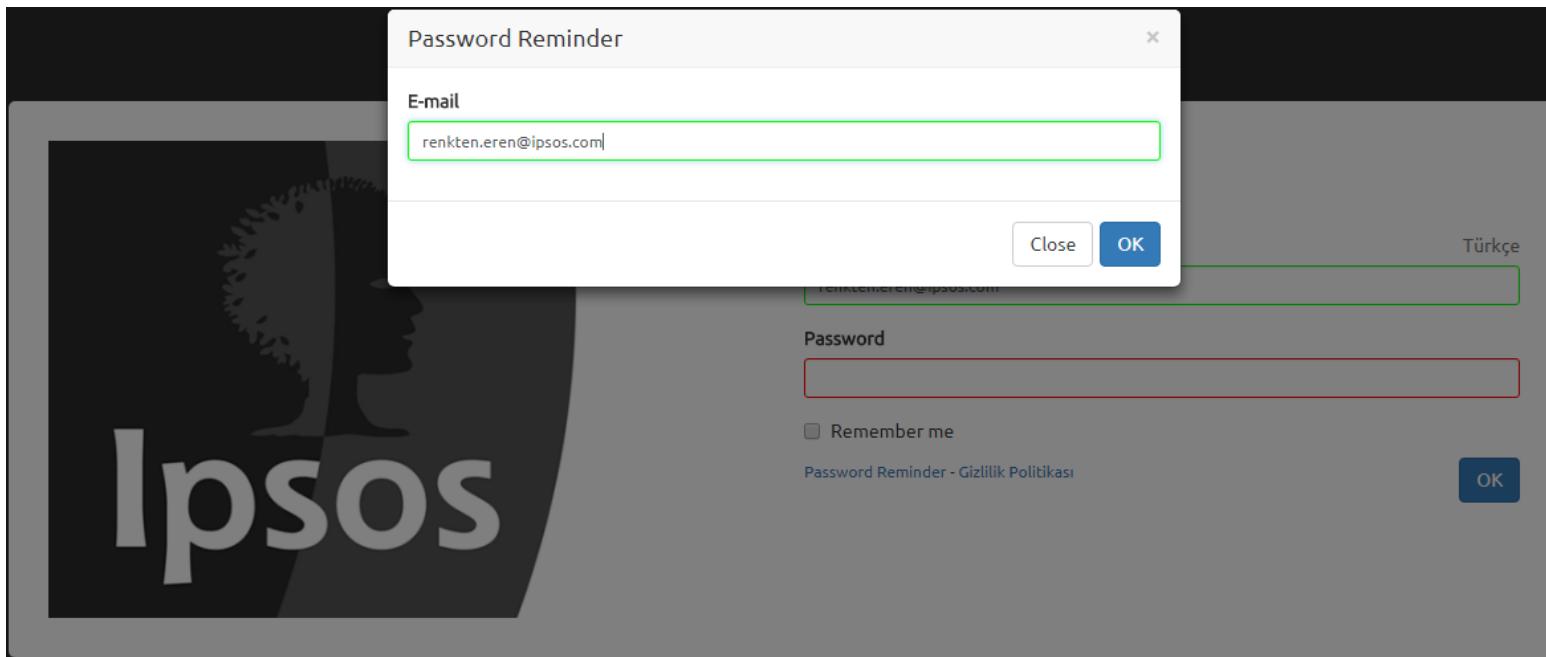
E-mail

Password

Remember me

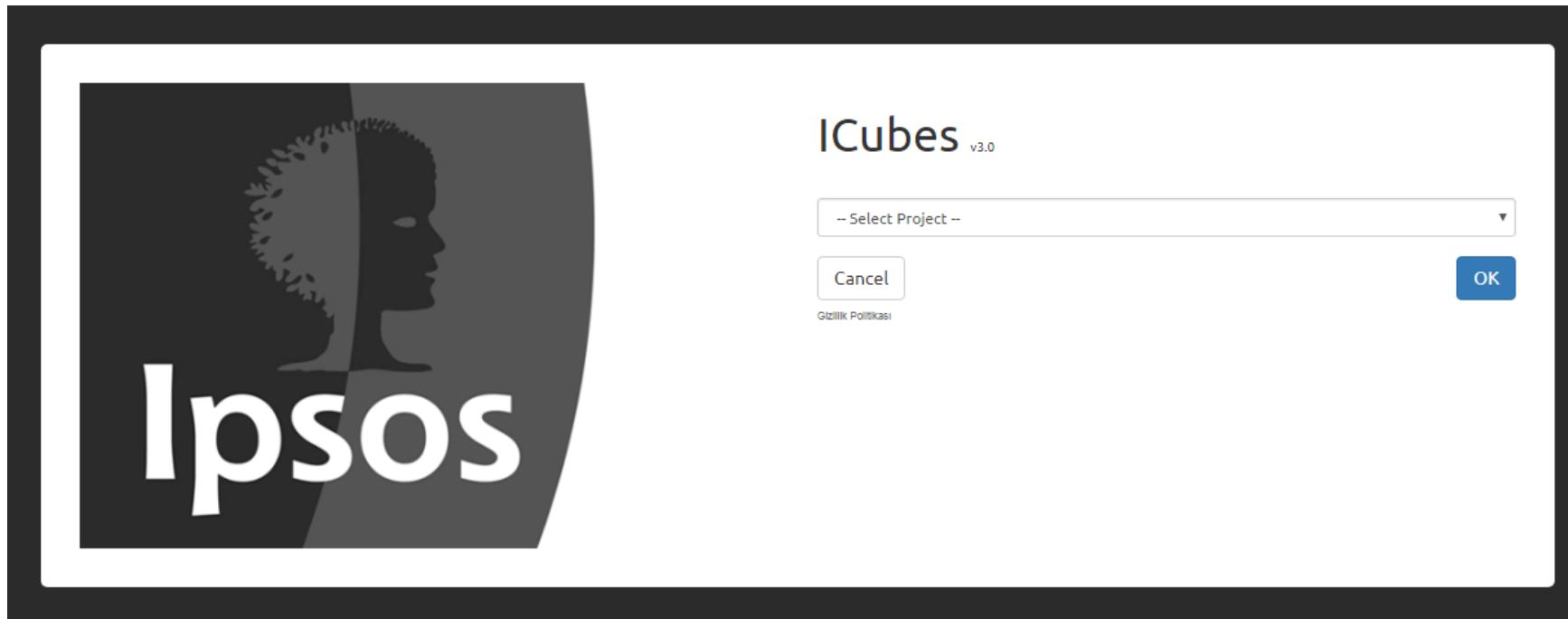
[Password Reminder](#) [Gizlilik Politikası](#)

OK





- If you have multiple projects on Icubes, please select the one that you want to see the results and then click on “OK”





- There are different tabs for different objectives.
- **Brand:** Shows key metrics defined by Ipsos and client during set up process
- **Image:** Shows only performance of image attributes
- **Grid:** Shows performance of communication campaigns
- **Analysis:** All questions in the questionnaire are available
- **Dashboard:** Shows summary results on monthly or weekly basis



You can create new sets by clicking + button;

You can create a new set by giving a name and applying filter

A screenshot of the ICubes software interface. The top navigation bar includes tabs for 'brand', 'image' (which is selected and highlighted in blue), 'grid', 'analysis', and 'Dashboard'. Below the navigation is a sub-header 'ASTR0876\_1 EER Macrp Com Track 2018- RU\_CLIENT'. The main content area is titled 'image' and contains a dropdown menu 'Brand Image Perception (wgt) ▾'. To the right of the dropdown is a toolbar with several icons: a plus sign (+), a document icon, a pencil icon (circled in red), a trash can icon, an info icon, and a refresh icon.

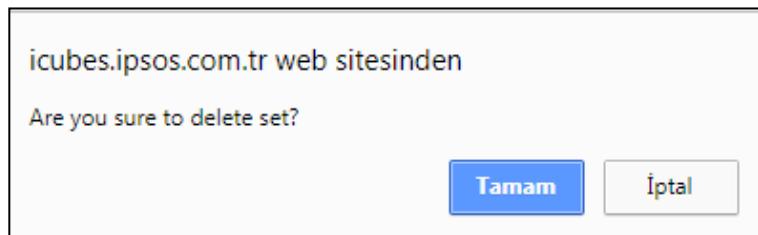


EDIT button; you can change set name, filter and weight option by using edit button

A screenshot of the ICubes software interface, similar to the one above but with a different toolbar configuration. The top navigation bar and sub-header are identical. The main content area is titled 'image' and contains a dropdown menu 'Brand Image Perception (wgt) ▾'. To the right of the dropdown is a toolbar with icons: a plus sign (+), a document icon, a pencil icon (circled in red), a trash can icon, an info icon, and a refresh icon.

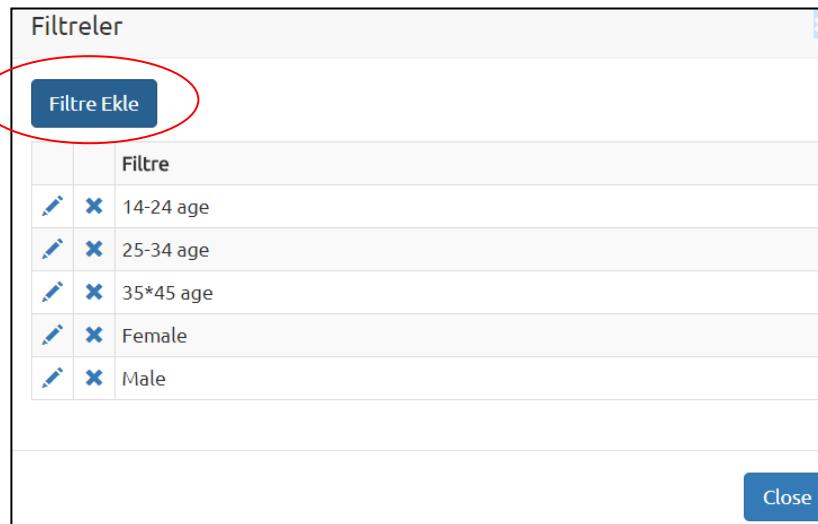


- **DELETE – You can remove sets that you do not need anymore**
- **Sets created by IPSOS can not be deleted**



# FILTER AND PERIODS

- **Filter** and **Period** are the common options in all analyzes
- You can create different filter options by following below steps
  1. Click on “**Filtre Ekle**” button to create a new filter



## 2. Select the question that you would like use ad a filter

Filter

Filter Name  
January'18

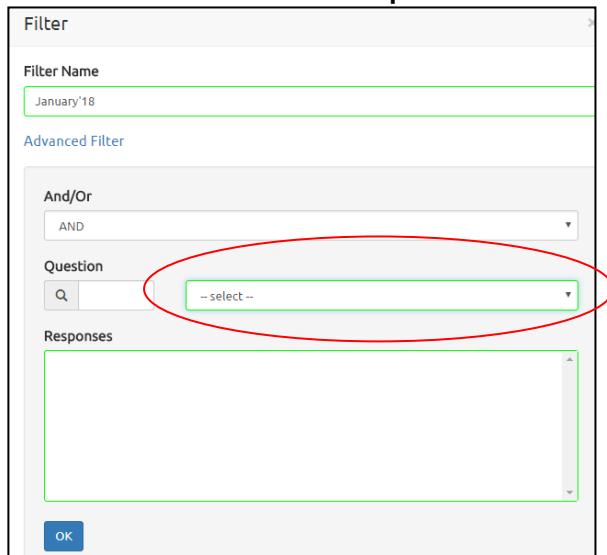
Advanced Filter

And/Or  
AND

Question  
- select -

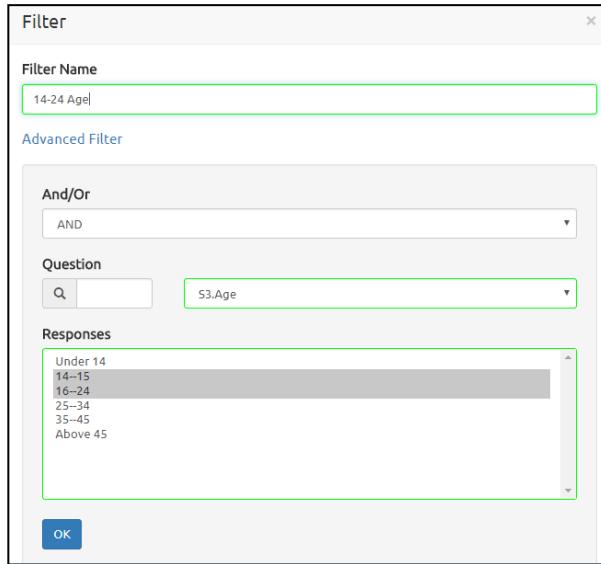
Responses

OK

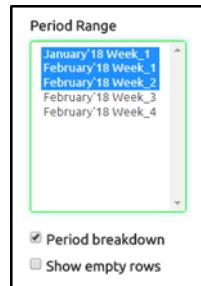


3. Select all options and click Ok button to define filter.

Example: creating a filter for 14-24 age



- **Period:** You will see weekly, monthly and quarterly results
- **You can select multiple periods at the same time.** If you do not select anything, you will see overall results





# BRAND

- Brand tab shows key metrics defined by Ipsos and client during set up process  
You can select brand names, metrics and periods that you would like to see.  
Also you can applying filter

Analysis

Başlık  
Optional

Brand

search...  
Lays  
LaysStrong  
LaysStax  
LaysMaxx  
Hrusteam  
HrusteamBaguette  
HrusteamBeersticks  
HrusteamGrenki  
Cheetos  
Pringles  
Russkayakartoshka  
3korochki  
Krieshki  
Tuc  
Babklnysemekhi

Brand Questions

search...  
TOM Brand Awareness  
Total Spontane Brand Awareness  
Total Brand Awareness  
First choice  
CONSIDERATION - Top2Box  
IMAGE-Brand I love  
IMAGE-Has a great taste  
IMAGE-Value for money  
IMAGE-My favorite salty snack brand  
IMAGE-For someone like me  
IMAGE-Offers something different than other salty snacks  
Overall communication awareness (Spontane & Aided)

Period Column  
WEEKLY

Filter  
-- no --

Son N dönem  
All periods

Weight  
wgt

Period Range  
January '18 Week\_1  
February '18 Week\_1  
February '18 Week\_2  
February '18 Week\_3  
February '18 Week\_4  
March '18 Week\_1  
March '18 Week\_2

Display  
Percentage

Rolling  
1

Test  
-- no --

Period breakdown

Cancel OK



# IMAGE

This is a specific tab for reporting image attributes

ICubes v3.0

trend brand **image** grid analysis Dashboard

ASTR0876\_1 EER Macrp Com Track 2018-RU\_IPSOS

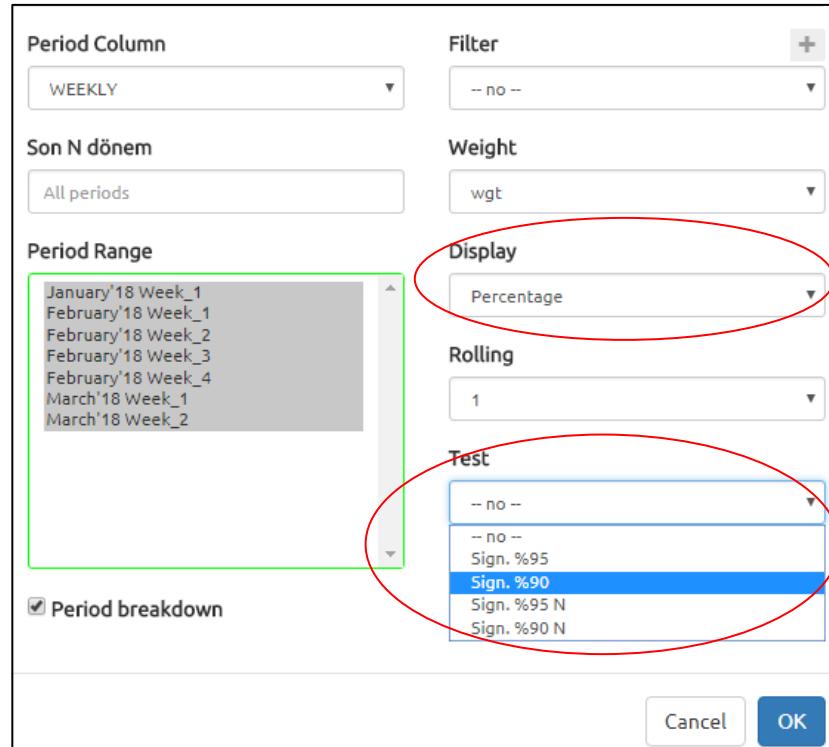
## image

January '18 - March '18  
Weight: wgt

	January'18	February'18	March'18
Lays	75	300	159
Base	% 71,5	% 68,4	% 71,7
Brand I love	% 60,6	% 64,0	% 70,4
Has a great taste	% 52,3	% 49,7	% 50,9
Value for money	% 39,0	% 29,5	% 32,1
My favorite salty snack brand	% 61,9	% 53,9	% 57,9
For someone like me	% 27,6	% 18,8	% 25,2
Offers something different than other salty snacks			

You can see percentage or absolute values by choosing **yüzde (percentage)** / **baz (absolute)** from display option.

And if you want to compare brand image scores, you should click on Test button and choose confidence level



## Brand image comparison with 90% confidence level

January '18 - March '18  
Test: Sign. %90 Weight: wgt



	Lays a	Hrusteam b	Pringles c	Babkinysemechki d
Base	534	534	534	534
Brand I love	% 69,8 bcd	% 22,0	% 47,7 bd	% 27,8 b
Has a great taste	% 65,5 bcd	% 20,1	% 56,6 bd	% 27,8 b
Value for money	% 50,4 bcd	% 22,3 c	% 13,9	% 30,7 bc
My favorite salty snack brand	% 31,6 bcd	% 2,8	% 18,1 bd	% 3,3
For someone like me	% 56,2 bcd	% 18,1	% 39,6 bd	% 22,2 b
Offers something different than other salty snacks	% 21,9 bc	% 10,4	% 34,9 abc	% 11,7



# GRID

Performance of tested copies could be monitored by using GRID tab.

Copies need to be selected from Row side

Select the ad questions that you are interested from Grid Questions

Analysis

**Başlık**  
February Copies

**Row**  
search...  
R001 - Digital - Hrusteam Twister  
R002 - TV - Lays TV Watching  
R003 - TV-Digital - Lays Stax  
R004 - TV - Cheetos Shots  
R005 - TV-Digital - Hrusteam Equity

**Grid Questions**  
search...  
n10 Baz  
Overall recognition  
TV recognition  
Digital recognition  
n10 Baz2  
Brand Linkage  
Ad Liking (T2B)  
The ad increased my purchase desire towards this brand

**Period Column**  
MONTHLY

**Filter**  
-- no --

**Son N dönem**  
All periods

**Weight**  
wgt

**Period Range**  
January'18  
February'18  
March'18

**Display**  
Percentage

**GRP**  
-- no --

**Test**  
-- no --

**Kirilim**  
-- no --

Period breakdown

Cancel OK



# GRID

Results prepared according to the selected characteristics are displayed on the screen

grid

Performance of Tested Copies - JANUARY (wgt)

January '18 - February '18  
Weight: wgt

	Toplam	Digital - Hrusteam Twister	TV -Lays TV Watching
Base	750	375	375
Ad recognition	% 33,4	% 32,2	% 34,6
Baz2	251	121	130
Brand Linkage	% 79,0	% 79,6	% 78,4
Ad Liking (T2B)	% 55,0	% 54,5	% 55,3
The ad increased my purchase desire towards this brand	% 17,1		% 17,1



# Analysis

Select questions that you would like to see on column. And select questions from row if you need to see results within different breakdowns

Analysis

Başlık

Optional

Column

search...

B9\_1 BRAND RELATIONSHIP B9. Please select the brand or brands whic  
B9\_2 BRAND RELATIONSHIP B9. Please select the brand or brands whic  
B9\_3 BRAND RELATIONSHIP B9. Please select the brand or brands whic  
B9\_4 BRAND RELATIONSHIP B9. Please select the brand or brands whic  
B9\_5 BRAND RELATIONSHIP B9. Please select the brand or brands whic  
B9\_6 BRAND RELATIONSHIP B9. Please select the brand or brands whic  
CO1\_16 Claimed ad recall Lays  
CO1\_17 Claimed ad recall LaysStrong  
CO1\_18 Claimed ad recall LaysStax  
CO1\_19 Claimed ad recall LaysMaxx  
CO1\_20 Claimed ad recall Hrusteam  
CO1\_21 Claimed ad recall HrusteamBaguette  
CO1\_22 Claimed ad recall HrusteamBeersticks  
CO1\_23 Claimed ad recall HrusteamGrenki  
CO1\_24 Claimed ad recall Chetos  
CO1\_25 Claimed ad recall Pringles  
CO1\_26 Claimed ad recall Russkayakartoshka  
CO1\_27 Claimed ad recall 3korochki  
CO1\_28 Claimed ad recall Kirieski  
CO1\_29 Claimed ad recall Tuz  
CO1\_30 Claimed ad recall Babkinysemechki  
CO2\_16 Source of Awareness Lays  
CO2\_17 Source of Awareness LaysStrong  
CO2\_18 Source of Awareness LaysStax  
CO2\_19 Source of Awareness LaysMaxx  
CO2\_20 Source of Awareness Hrusteam

Row

search...

MONTHLY  
WEEKLY  
S1a. Country  
S1. GENDER  
S2. CITY  
S3.Age\_open  
S4. Do you or any member of your household or any of your friend whic  
S5. Did you participate in a survey about a snack product category in las  
S6\_r1 Potato Chips  
S6\_r2 Tortilla Chips  
S6\_r3 Salted corn chips  
S6\_r4 Ready To Eat Popcorn  
S6\_r5 Salted Pretzels/Sticks  
S6\_r6 Crackers packaged (Plain biscuits)/Other Grain snacks  
S6\_r7 Breads/snacks packaged  
S6\_r8 Salted Nuts / Nuts mixes  
S6\_r9 Seeds packaged  
S6\_r10 Meat or Seafood / Fish snacks  
S6\_r11 Sweet Biscuits & Cookies & Cakes  
S6\_r12 Candy & Chocolate (Bar, Tablets, Assortment)  
S6\_r13 Sweet puffed corn sticks/balls  
S7\_r1 Potato Chips  
S7\_r2 Tortilla Chips  
S7\_r3 Salted corn chips  
S7\_r4 Ready To Eat Popcorn

Period Column

MONTHLY

Filter

Son N dönem

All periods

Weight

wgt

Period Range

January'18  
February'18  
March 18

Display

Yüzde

Rolling

1

Test

-- no --

Standard Deviation

-- no --

Period breakdown

Show empty rows

Cancel OK



## Results in gender breakdown created by selecting GENDER on ROW

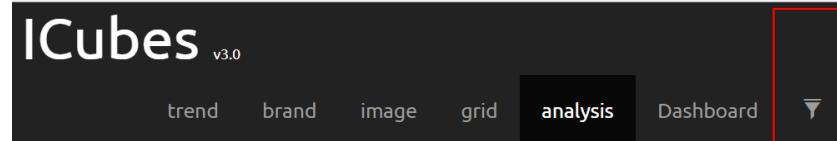
Macro Snacks Consumption (wgt) ▾

S1. GENDER  
January'18 - February'18 Weight: wgt

	Base	%	MALE	FEMALE
CO1_16 Claimed ad recall Lays				
Base	367	367	184	183
Yes, Seen/Heard	284	% 77,3	% 70,8	% 83,9
No, Not seen/heard	50	% 13,7	% 20,2	% 7,2
Don't remeber	33	% 9,0	% 9,0	% 8,9
CO1_17 Claimed ad recall LaysStrong				
Base	309	309	155	154
Yes, Seen/Heard	149	% 48,1	% 47,3	% 49,0
No, Not seen/heard	89	% 28,8	% 33,3	% 24,4
Don't remeber	71	% 23,0	% 19,5	% 26,6

# FILTER

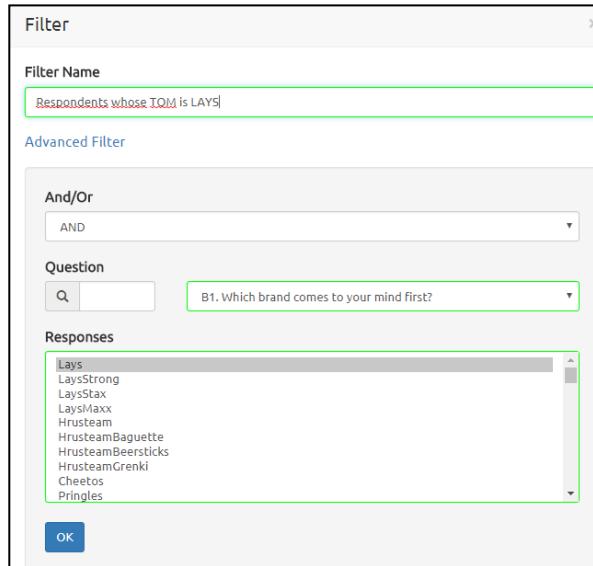
- **Filter could be created for both sets and analysis**
- But remember that, if you apply filter within sets, all results would be shown within the same filter.



- TO ADD FILTER, click on “Filtre ekle” button



You need to type filter name and select the conditions





# FILTER

## Basic Filter

- **Basic filter works with only one option AND/OR**
- You can generate basic filters like age, gender, city etc.
- You need to select the question that would like to filter
- After clicking on OK button, filter name would appear on filter list

Filter

Filter Name  
Respondents whose TOM is LAYS

Advanced Filter

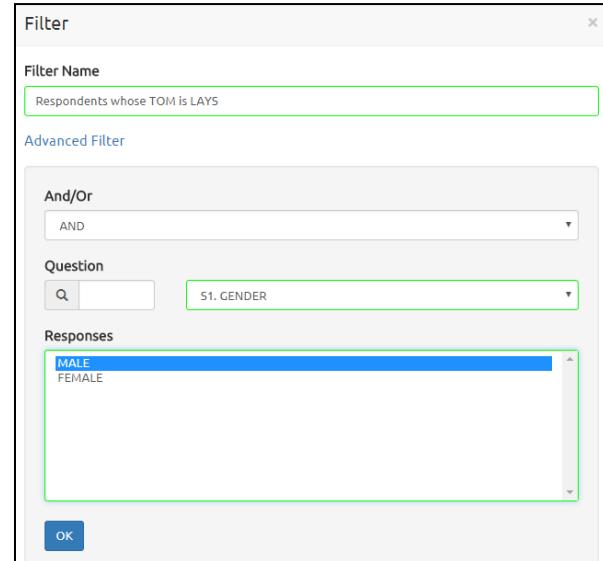
And/Or  
AND

Question  
S1. GENDER

Responses

MALE  
FEMALE

OK





# EXPORT TO EXCEL

- You can export results to excel by clicking below button



A screenshot of a software interface showing a table of survey results. The table has four columns: 'Base', '%', 'MALE', and 'FEMALE'. The data is as follows:

Base	%	MALE	FEMALE
367	367	184	183
284	% 77,3	% 70,8	% 83,9
50	% 13,7	% 20,2	% 7,2
33	% 9,0	% 9,0	% 8,9

At the top of the interface, there is a toolbar with various icons. To the right of the toolbar, a button labeled "export to excel" is highlighted with a red box.