



ICUBES

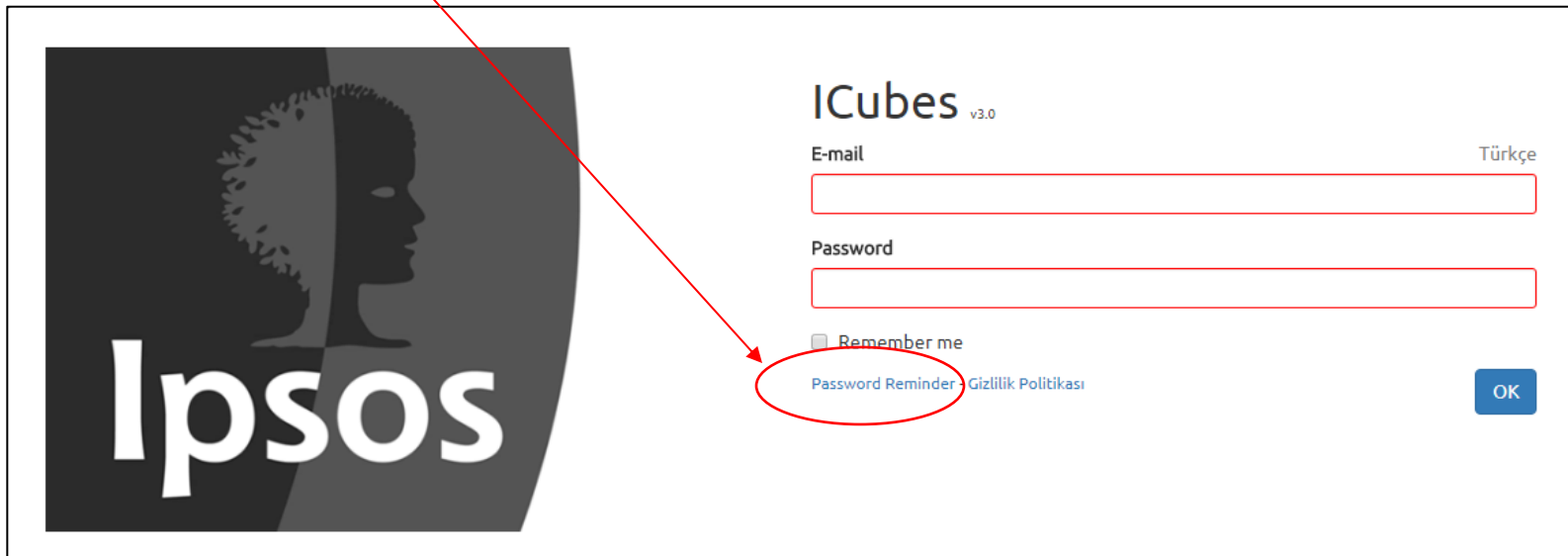
Icubes is an online platform, designed for Ipsos employees and customers in order to monitor data



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.

A screenshot of the ICubes login page. On the left is a large Ipsos logo. On the right, the text "ICubes v3.0" is displayed. Below it, there are two input fields: "E-mail" and "Password". To the right of the "E-mail" field is a link for "Türkçe". Below the "Password" field is a checkbox labeled "Remember me". Below the checkbox is a link for "Password Reminder" which is circled in red, and a link for "Gizlilik Politikası". To the right of these links is a blue "OK" button. A red arrow points from the "Password reminder" text in the list above to the "Password Reminder" link in the screenshot.

×


Password Reminder

E-mail

renkten.eren@ipsos.com

Close

OK



Türkçe

renkten.eren@ipsos.com

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**”

A screenshot of the Icubes v3.0 web interface. On the left is a large version of the Ipsos logo. On the right, the text "Icubes v3.0" is displayed. Below this is a dropdown menu with the text "-- Select Project --" and a downward arrow. At the bottom left of the interface area is a "Cancel" button, and at the bottom right is a blue "OK" button. Below the "Cancel" button, the text "Gizlilik Politikası" is visible.

Icubes v3.0

-- Select Project --

Cancel

Gizlilik Politikası

OK

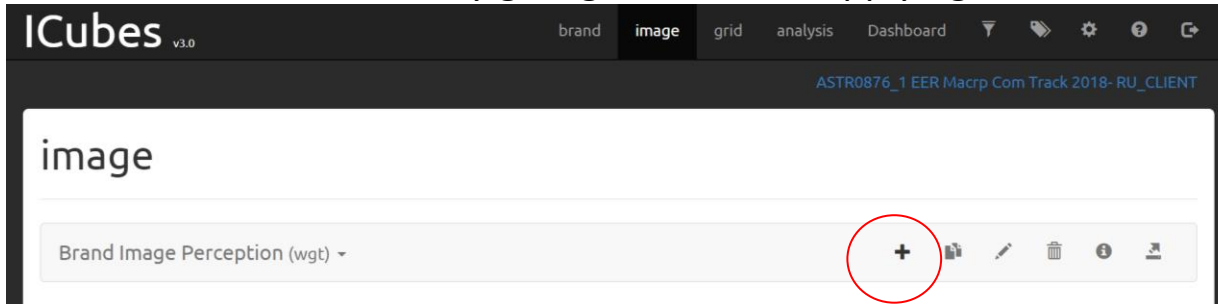


- There are different tabs for different objectives.
- **Brand:** Shows key metrics defined by Ipsos and client during set up process
- **Image:** Shows only performance of image attributes
- **Grid:** Shows performance of communication campaigns
- **Analysis:** All questions in the questionnaire are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

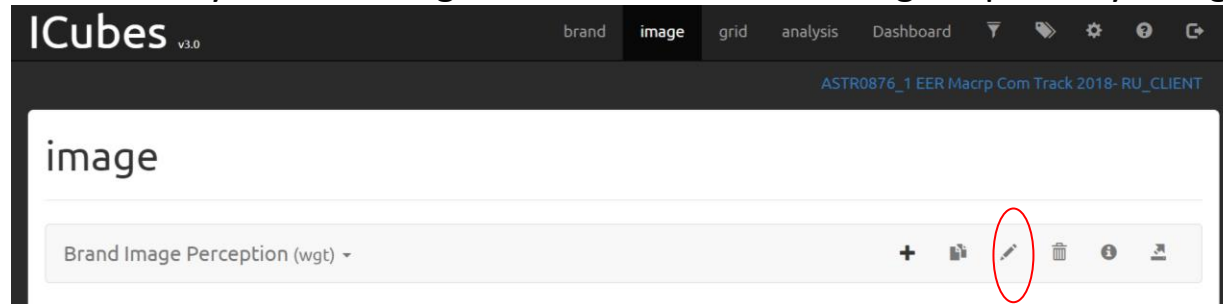


You can create new sets by clicking + button;

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



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





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

icubes.ipsos.com.tr web sitesinden

Are you sure to delete set?

Tamam

İptal



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

Filtreler

Filtre Ekle

		Filtre
		14-24 age
		25-34 age
		35*45 age
		Female
		Male

Close

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

Filter

Filter Name

January'18

Advanced Filter

And/Or

AND

Question

Q

-- select --

Responses

OK

3. Select all options and click Ok button to define filter.
Example: creating a filter for 14-24 age

The screenshot shows a 'Filter' dialog box with the following elements:

- Filter Name:** A text input field containing '14-24 Age'.
- Advanced Filter:** A section with a dropdown menu set to 'And/Or'.
- Question:** A search input field with a magnifying glass icon, followed by a dropdown menu showing 'S3.Age'.
- Responses:** A list box containing the following options: 'Under 14', '14-15', '16-24' (which is highlighted), '25-34', '35-45', and 'Above 45'.
- OK Button:** A blue button at the bottom left.

- **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

Period Range

January'18 Week_1

February'18 Week_1

February'18 Week_2

February'18 Week_3

February'18 Week_4

☒ Period breakdown

☐ Show empty rows



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
Kirireshki
Tuc
Babkinysamechki

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

Son N dönem

All periods

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

☒ Period breakdown

Filter

-- no --

Weight

wgt

Display

Percentage

Rolling

1

Test

-- no --

Cancel

OK



IMAGE

This is a spesific tab for reporting image attributes

Icubes v3.0

trendbrandimagegridanalysisDashboard

ASTR0876_1 EER Macrp Com Track 2018- RU_IPSOS

image

+📄✎🗑️🔍📄

January'18 - March'18
Weight: wgt

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

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

The screenshot shows a configuration window with the following elements:

- Period Column:** A dropdown menu currently set to "WEEKLY".
- Filter:** A dropdown menu currently set to "-- no --".
- Son N dönem:** A text input field containing "All periods".
- Weight:** A dropdown menu currently set to "wgt".
- Period Range:** A list box containing the following items: "January'18 Week_1", "February'18 Week_1", "February'18 Week_2", "February'18 Week_3", "February'18 Week_4", "March'18 Week_1", and "March'18 Week_2". This list is enclosed in a green rectangular box.
- Display:** A dropdown menu currently set to "Percentage". This section is circled in red.
- Rolling:** A dropdown menu currently set to "1".
- Test:** A dropdown menu with the following options: "-- no --", "-- no --", "Sign. %95", "Sign. %90", "Sign. %95 N", and "Sign. %90 N". The "Sign. %90" option is highlighted in blue. This section is circled in red.
- Period breakdown:** A checkbox that is checked.
- Buttons:** "Cancel" and "OK" buttons at the bottom right.



Brand image comparison with 90% confidence level

January'18 - March'18 Test: Sign. %90 Weight: wgt				
	Lays	Hrusteam	Pringles	Babkinysamechki
Base	534	534	534	534
Brand I love	% 69,8 bcd	% 22,0 b	% 47,7 cd	% 27,8 b
Has a great taste	% 65,5 bcd	% 20,1 c	% 56,6 bd	% 27,8 b
Value for money	% 50,4 bcd	% 22,3 c	% 13,9 b	% 30,7 bc
My favorite salty snack brand	% 31,6 bcd	% 2,8 c	% 18,1 bd	% 3,3 bc
For someone like me	% 56,2 bcd	% 18,1 b	% 39,6 bd	% 22,2 b
Offers something different than other salty snacks	% 21,9 bd	% 10,4 c	% 34,9 abc	% 11,7 bc



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 - Hruseam Twister
R002 - TV - Lays TV Watching
R003 - TV-Digital - Lays Stax
R004 - TV - Cheetos Shots
R005 - TV-Digital - Hruseam 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

Son N dönem

All periods

Period Range

January'18
February'18
March'18

Filter

-- no --

Weight

wgt

Display

Percentage

GRP

-- no --

Test

-- no --

Kırılım

-- 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 - Hruteam 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 Hrurteam
CO1_21 Claimed ad recall HrurteamBaguette
CO1_22 Claimed ad recall HrurteamBeersticks
CO1_23 Claimed ad recall HrurteamGrenki
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 Kirieshki
CO1_29 Claimed ad recall Tuc
CO1_30 Claimed ad recall Babkinysemechki
CO2_16 Source of Awareness Lays
CO2_17 Source of Awareness LaysStrong
CO2_18 Source of Awareness LaysSta_
CO2_19 Source of Awareness LaysMa_
CO2_20 Source of Awareness Hrurteam

Row

search...

MONTHLY
WEEKLY
S1a. Country
S1. GENDER
S2. CITY
S3.Age_open
S3.Age
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 Breadsacks 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
S6_r14 Ready To Eat Popcorn
S7_r3 Salted corn chips
S7_r4 Ready To Eat Popcorn

Period Column

MONTHLY

Son N dönem

All periods

Period Range

January '18
February '18
March '18

☒ Period breakdown
☐ Show empty rows

Filter

-- no --

Weight

wgt

Display

Yüzde

Rolling

1

Test

-- no --

Standard Deviation

-- no --

Cancel

OK

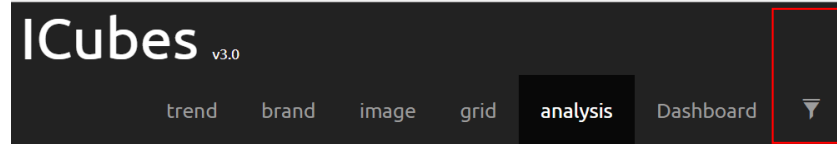


Results in gender breakdown created by selecting GENDER on **ROW**

Macro Snacks Consumption (wgt) ▾				
S1. GENDER January '18 - February '18 Weight: wgt				
CO1_16 Claimed ad recall Lays	Base	%	MALE	FEMALE
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	%	MALE	FEMALE
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

The image shows a 'Filter' configuration dialog box. It has a title bar 'Filter' with a close button (X). The main content area is divided into sections. The first section is 'Filter Name' with a text input field containing 'Respondents whose IQ is LAYS'. Below this is the 'Advanced Filter' section. It contains an 'And/Or' dropdown menu set to 'AND'. Below that is a 'Question' section with a search icon and a dropdown menu showing 'B1. Which brand comes to your mind first?'. The 'Responses' section is a list box containing the following items: 'Lays', 'LaysStrong', 'LaysStax', 'LaysMaxx', 'Hrusteam', 'HrusteamBaguette', 'HrusteamBeersticks', 'HrusteamGrenki', 'Cheetos', and 'Pringles'. The 'Lays' item is selected. At the bottom of the dialog is an 'OK' button.



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

Q S1. GENDER

Responses

MALE

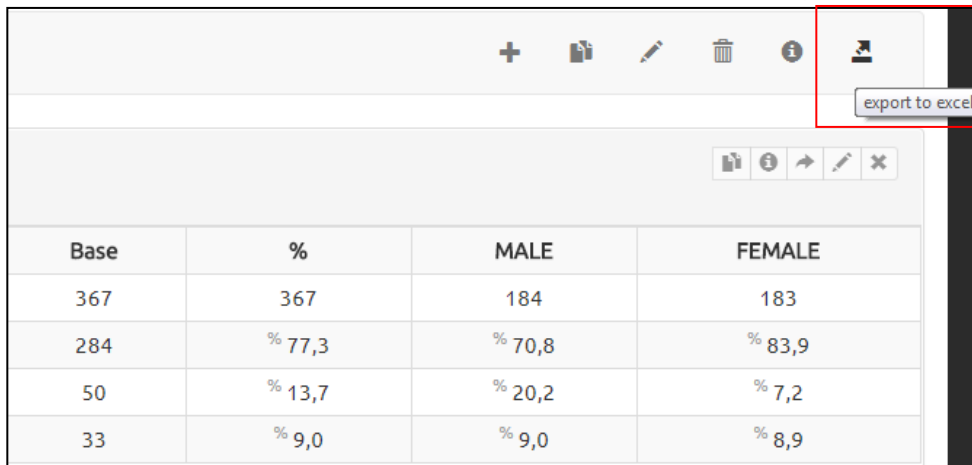
FEMALE

OK



EXPORT TO EXCEL

- You can export results to excel by clicking below button



The screenshot shows a web interface with a table of data. Above the table is a toolbar with several icons: a plus sign, a document icon, a pencil, a trash can, an information icon, and a download icon. The download icon is highlighted with a red box, and a tooltip labeled "export to excel" is visible next to it. Below the toolbar is another set of icons: a bar chart, an information icon, a refresh icon, a pencil, and a close icon. The table itself has four columns: "Base", "%", "MALE", and "FEMALE". It contains five rows of data.

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