



#### **NUS JUNIOR**

23 year old, Singaporean, Female  
MIS Major  
Supports WWF

**Selected Offers:** travel, sports,  
health

**Career Objectives:** data  
analytics in financial services

**Preferred Shampoo:** Dove

## understand, engage and connect

HAPPI is a community insight and engagement platform that enables brands to understand, engage, and manage 1 to 1 interactions at scale with university students of granularly defined profiles.

Happi begins relationships with our students by focusing on their passion, which could be a charity, a sports team, a student activity group, or a community group.

University students are mobile savvy, socially aware, and coin-operated. They use Happi a lot because Happi offers them chances to win products they want, gets them promotions aligned with their interests, and gives further funding to groups they support all for just answering a 5 question survey on their phone. In 30 seconds, Happi users can GET, GIVE AND WIN .

## with university students

# Happi is better



There are lots of survey platforms available to marketers. Here's what makes Happi better:

**AFFINITY** - Happi begins relationships with people's passion points. They hear about Happi from a charity, team, club, or group they care about and want to support. The first thing they hear is that Happi provides funding to that group. This encourages people to try, trust and interact with Happi.

**ENGAGEMENT** - The affinity group support is enough to encourage first time usage. The chances to win really exciting products is what keeps many people coming back every day. Other Internet panel companies offer users financial incentives for taking very long surveys. Happi breaks it down to 30-second surveys, each of which comes with a prize they can win, and a guaranteed additional donation to the group the user supports. Students see it as a way to support a cause, get promotions, and select something they want to win - all in 30 seconds on their mobile phone on the bus to class. Our clients see it as daily insight into the opinions, perceptions and preferences of university students; locally, regionally or globally.

**PRECISION** - This intimacy and engagement leads to a lot of information about each student. We can direct questions to people based not just on the standard demographic and location criteria, but also on what campuses and majors they take, what products the user has tried to win and how they responded to previous survey questions.

**SPEED** - Happi can return results within hours, not weeks. In 12 HOURS, we've helped one client determine the minimum hourly wage 500 students from one university would consider.

**INTERACTIVITY** - This precision and selection criteria leads to a dialogue. The response to one question qualifies the user for the next question, the answer to which could qualify her for a focus group, promotion, or further questions. We can group questions, which means 50 questions can be targeted to the same person but asked in 5 question bundles over time. This avoids survey fatigue but ensures consistency of responses. We can also enable trend analysis by asking the same question to the same person over periods of time, which enables a brand to measure the effectiveness of marketing campaigns and/or how people's opinions and feelings about brands and topics change over time.

The combination of high frequency engagement, precision and interactivity leads to 1 to 1 conversations at scale. For example, you can ask a 23 year old university junior majoring in computer science who supports an environment related charity and has selected exotic travel trips if she would be interested in a credit card that donates 1% of all purchases to a rain forest protection fund. If she says yes, you can invite her to a focus group or send her a promotion. If she says no, you can ask her if she would be more compelled by the support of recycling facilities. You can structure dialogues to take any path you wish and change the questions to ask based on responses in near real-time.

**EMPLOYER BRANDING** - Happi is a natural forum for employer branding which enables employers to understand, engage, and connect with students over long periods of time with high-frequency and low-cost interactions and event invitations.

**PRICE** - For new clients, we offer the first 1000 responses to 10 questions free of charge. After that, our charges are based on a flat fee per response.

**CSR** - After each survey, an acknowledgement screen showing both Happi and the member's supported group logo appears. The screen thanks the sponsors of each of the questions in the previous survey. With the sponsor's permission, we display their logo in the list so the student thinks, "Hey, these guys just supported my rugby team. I like that!" The student appreciates the support, develops affinity with your brand, and your brand just got the benefits of CMI, CSR, and affinity marketing all for a low flat fee.



# examples of surveys

78% 10:36 AM

Happi

Your responses make Happi possible! Please respond to each question thoughtfully.

#1:I would most want to join this company:

P&G

Nike

Sony

Uber

Amazon

Alibaba

#2:I think Sony's biggest advantage over Samsung is

Value

Quality

Functionality

Design

78% 10:37 AM

Happi

#2:I think Sony's biggest advantage over Samsung is

Value

Quality

Functionality

Design

None

#3:The emissions scandal made me less likely to buy a Volkswagen car

Strongly Disagree       Strongly Agree

#4:How many cups of coffee per week do you drink

0-5

6-10

