

# Hopottajat®

– BUZZLERS –



## BUZZLERS IN BRIEF

Buzzlers is a recommendation service, which provides an entirely new way to take advantage of personal communications, the most effective communication medium of them all. Our Buzzlers, i.e. persons who have registered as recommenders, spread experience-based opinions of a product or service that they have tried out themselves. The service is in Finnish and all of our registered recommenders are Finns.

Buzzing provides a systematic way to get consumers talking about a product or service in their social networks. The recommendation service is based on openness and our Buzzlers make no secret of their participation in it. Our independent recommenders spread opinions, which they themselves have formed of the product or service in question. They are not hired sales staff nor will they pressure anyone into buying a product they are recommending. Buzzing is based on volunteerism and Buzzlers are not paid to make recommendations. The credibility of the service is increased because the Buzzlers develop a genuine enthusiasm for products that they believe in.

Once a campaign is finished, the client receives an unambiguous end report, which contains data on the following subjects:

- profile of recommenders
- number of reported recommendations
- recommenders' own evaluation of the effectiveness of their promotion (sure to buy/is interested/is not interested)
- consumer feedback from recommenders and their contacts

## QUALITY CONTACTS

The advice and experience of friends and acquaintances influence consumer opinions and purchase decisions to an increasing degree. People tend to believe in and listened to a familiar and reliable message-bearer.

According to a study by Henley Centre Headlight Vision, a British consultancy, 90% of consumers firmly believe that information relayed to them by friends and family members is true. The same study found that 89% of consumers will recommend to acquaintances a product or service, which they reckon to be good. Similar findings have also been reached by Finnish studies.

Contacts made through recommenders are genuine quality contacts because they are associated with real interaction both online and face to face. It is not possible to ignore a contact made by a personal friend – nor would most people want to do so. An acquaintance's positive opinion and enthusiasm makes it easy for people to write the name of a recommended product on their own shopping list as well.

## FAR-REACHING IMPACT

Buying a Buzzing campaign will increase the public's awareness of your product and thus improve sales. So don't hesitate to add the Buzzing service to your toolkit because it will take you to the next level, where the consumer will be given the Opportunity to Feel – i.e. a valuable experience that he or she is sure to remember. The contacts that you'll make through Buzzing are genuine consumer contacts.

The open-minded consumers who participate in our service are eager to try out different kinds of products and services. And when Buzzlers get excited about a product, you can't stop them from spreading the word. During our earlier campaigns, a single enthusiastic recommender has managed to convey a positive message to up to 100 consumers. The message communicated by our Buzzlers is intense, reliable and inspiring.

And once the campaign ends, the recommendation goes on. It is quite natural for consumers who are happy about purchasing a product to let their circle of friends to know about its good qualities – and then these friends tell their friends, just like they were told before.

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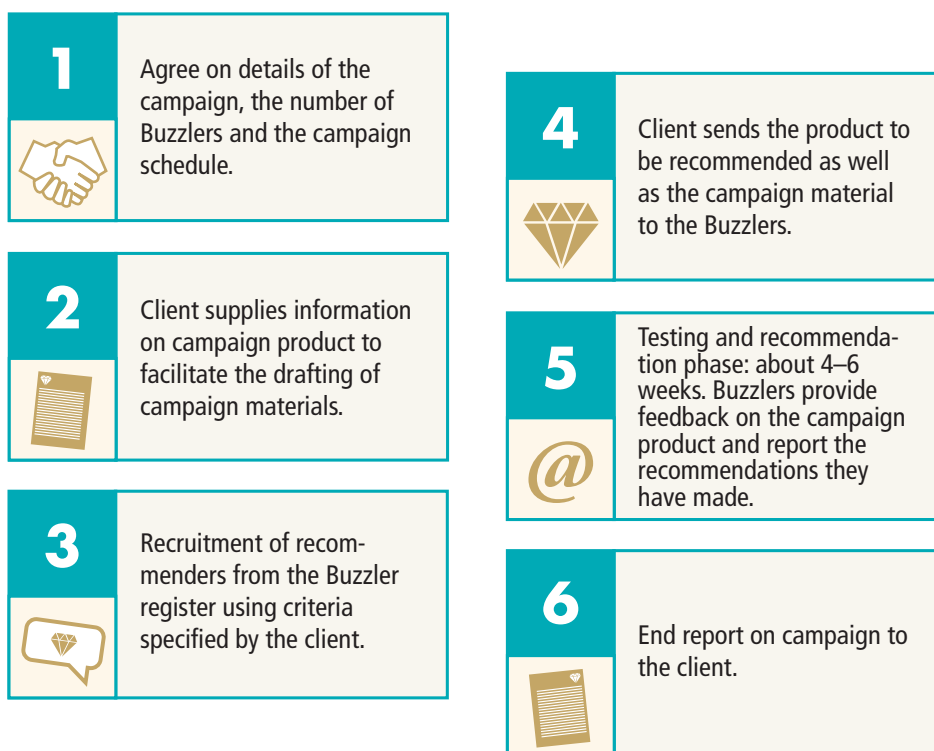
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## VALUABLE FEEDBACK

A recommendation campaign gives clients a valuable channel of communication to consumers. Our recommenders will report their own experiences and, when possible, the comments made by those

targeted by their recommendations. The comments and feedback are gathered in the end report unedited, making it easy to utilise them in, for example, product development and marketing.

## THIS IS HOW BUZZING WORKS



Companies such as Canon, Snellman, HK Via, Pedigree, Nutricia Baby, Transmeri, Gummerus, among many others, have taken advantage of our recommendation campaigns.

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Personal communication is the most effective communication tool there is – so why not let an active group of recommenders speak for your product or service?

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