

Richer persona descriptions using social media input

Ipsos Webinar

Amsterdam, June 2019

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Who is talking?



Hette Spoelstra

Senior Research Consultant

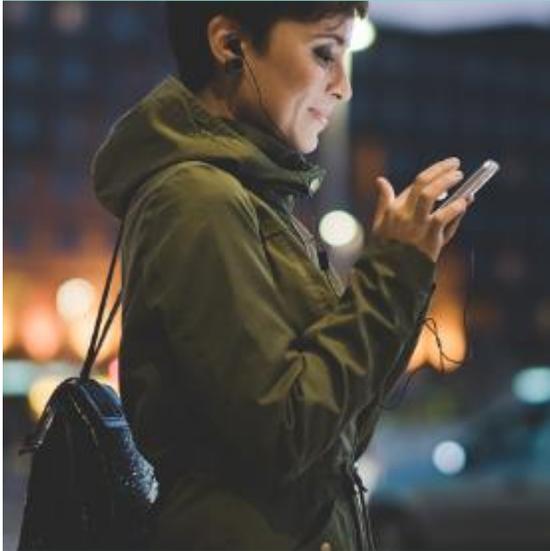
+31 20 6070 862

hette.spoelstra@ipsos.com



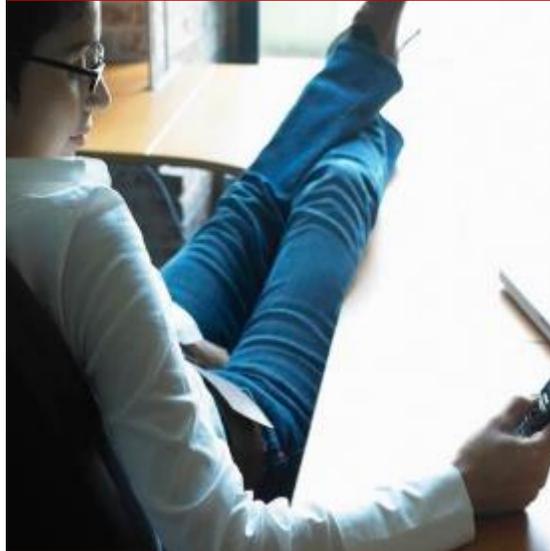
Our research connects with consumers...

**ALWAYS
MOBILE**



From static to
“on-the-go” research

**SHORT
ATTENTION SPANS**



From 45 mins
to 10 mins

**SYSTEM 1/
BEHAVIORAL**



From direct to
implicit/observational

**AT THE MOMENT
OF CHOICE**



From recall
to in the moment

Enriching with Non-survey Data

A case study to show how linking different data sources increases impact

What is on the agenda

1. What was the issue?
2. Segmentation
3. Solution
4. Example deliverables



Questions are very welcome at the end of this webinar.

Some may be more suitable for another time – can do that in a personal call or meeting





What is the issue?

What was the issue? Some context...

- Signify: manufacturer of bulbs and lamps in different styles
- Transforming from a B-t-B to a B-t-C company
- 2011: Censydiam consumer segmentation including style elements
 - HQ: useful for communication and product development
 - Countries: how to activate on local level
- Today: Internet-of-Things: hero product is Philips HUE smart lighting, so from style to added value
- **New segmentation needed: create common segmentation/persona language on global level, but make it easier for countries to activate on local level**



Targeting

Identifiable and size

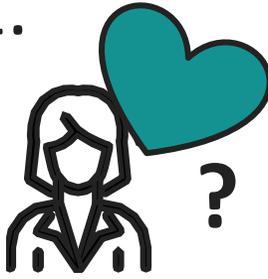
Homogeneous

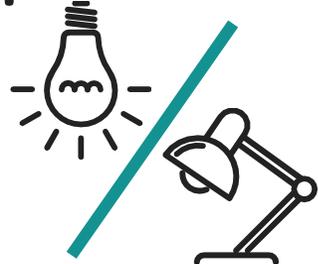


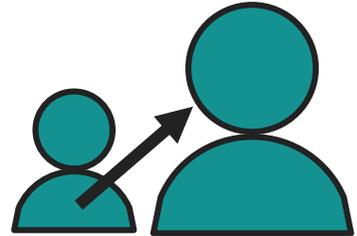
Multiple sources

Right activation and content

Summarizing ...

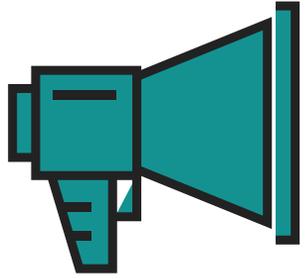
1. 
Marketeer

2. 
Target group

3. 
Size?

4. 
Global

5. 
Style

6. 
Reach and touch

What did we do?



Good things come in threes:



Motivations around lighting and interior of the home

+



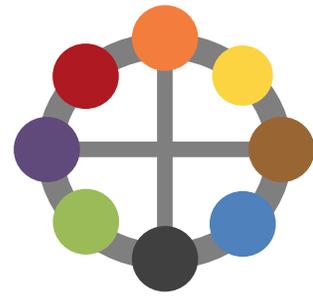
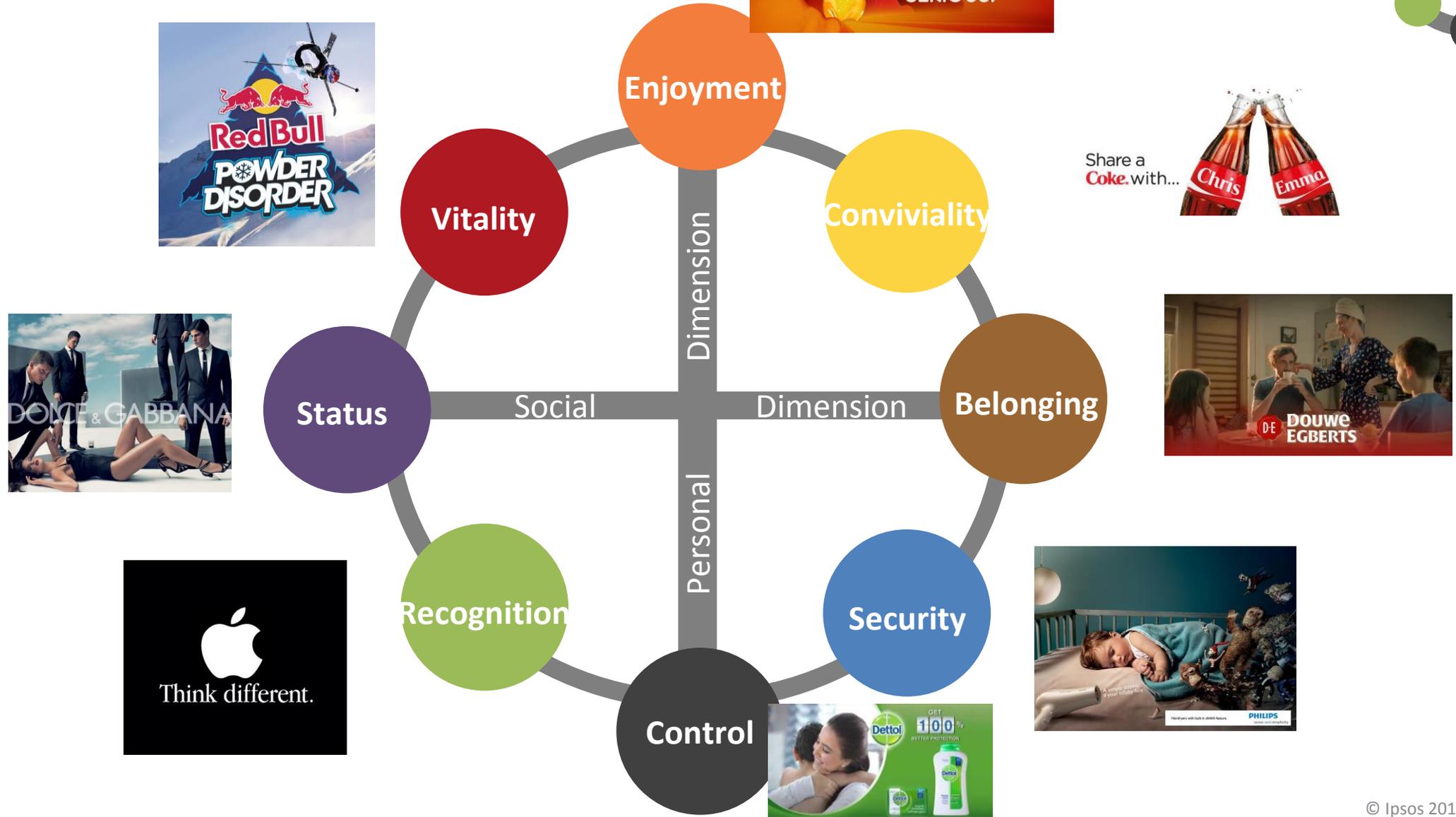
Media, hobbies and attitudes

+

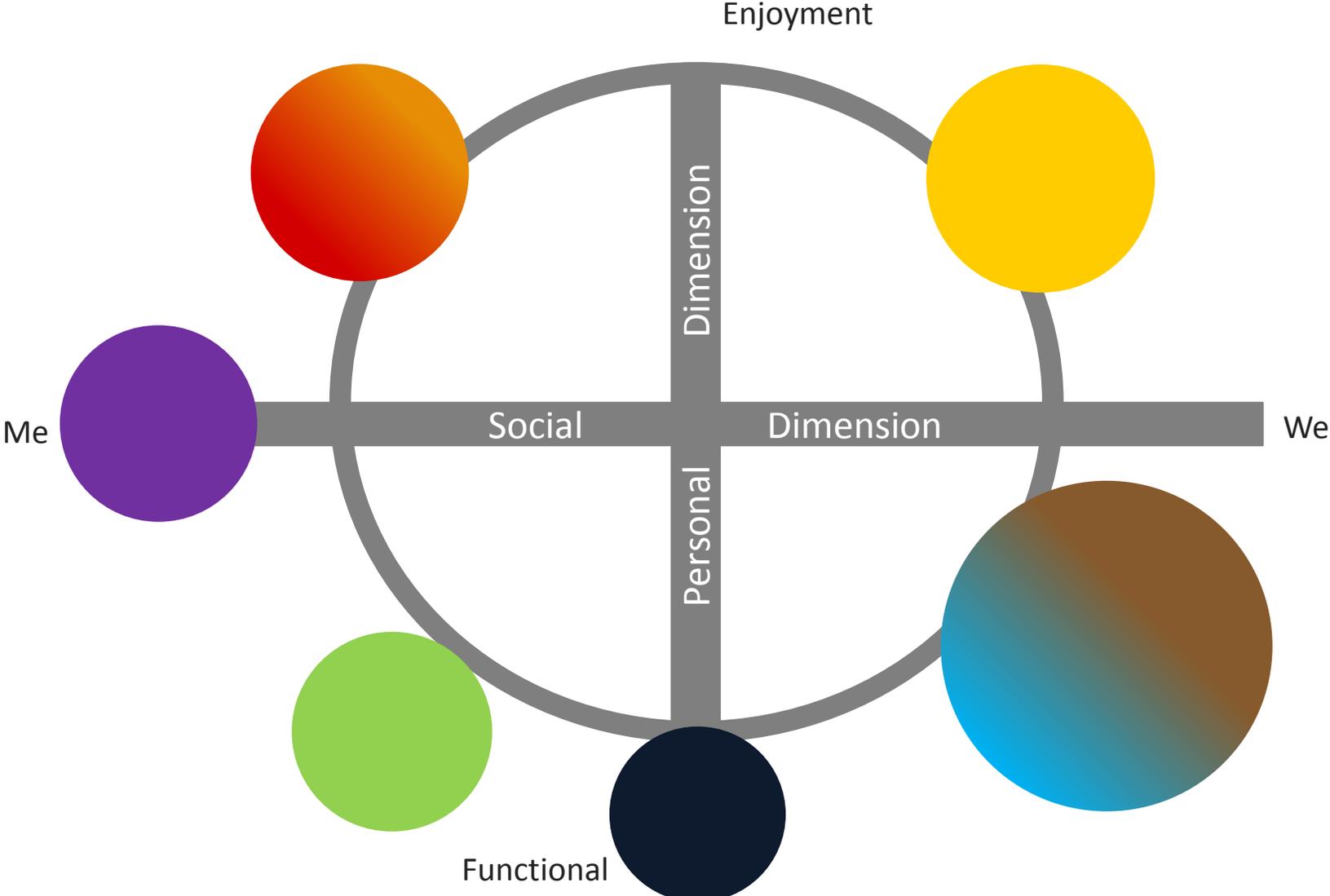


Facebook behaviour

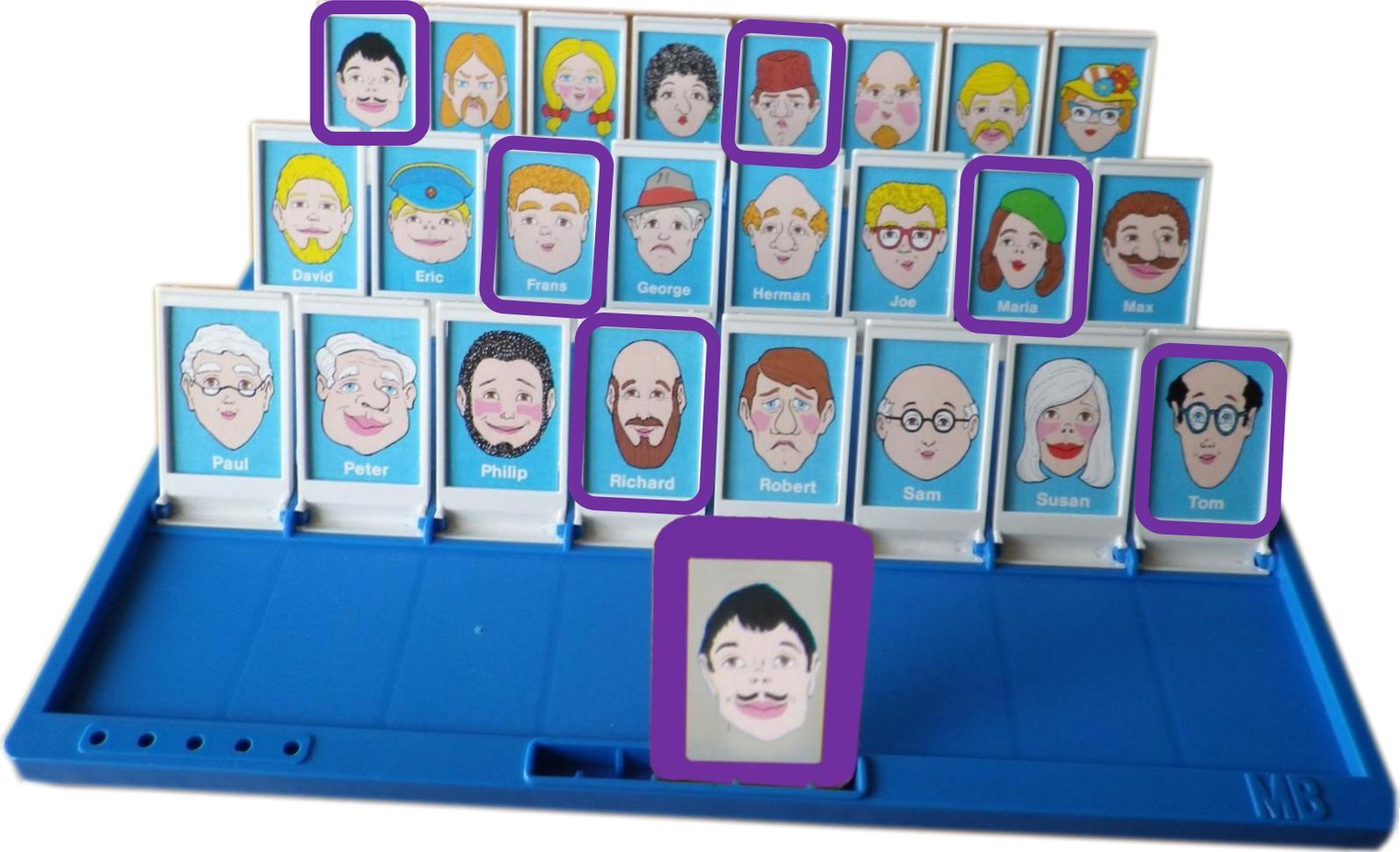
Segmentation model



Signify: 6 homogeneous groups



2018 – Lifestyle Hunter



Media



Hobbies



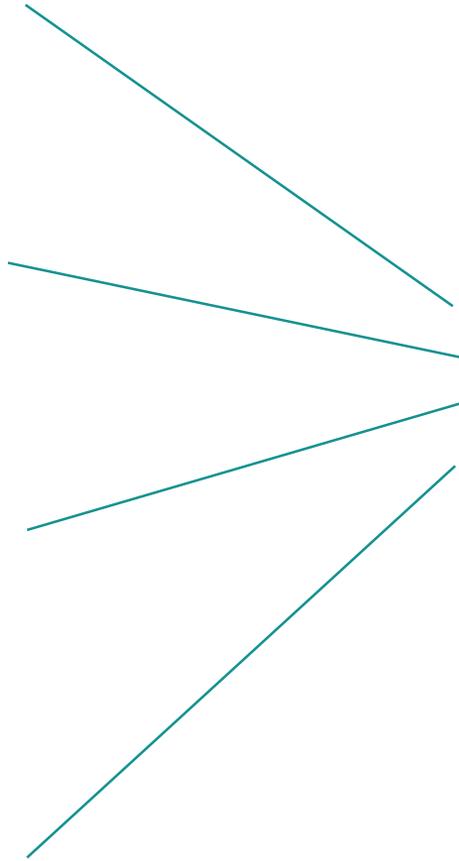
Ambitions



Social media



Media attitudes



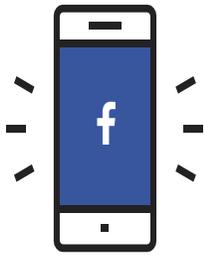
Health & wellness

Voice

News-papers

Inter-active TV

Facebook audience profiler



Demographics



Behavior

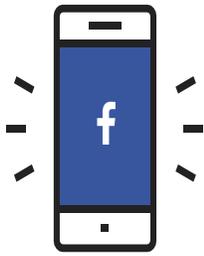


Smart home



Interests





ELECTRONICS BRANDS

 profoto	5.9 %	● ● ●
 Apple Inc.	29.6 %	● ● ●
 Pioneer Corporation	2.5 %	● ● ●
 PlayStation	13.0 %	● ● ●
 Xbox (console)	16.7 %	● ● ●
 GoPro	11.4 %	● ● ●
 Hasselblad	8.8 %	● ● ●
 Philips	8.7 %	● ● ●
 Razer Inc.	1.8 %	● ● ●

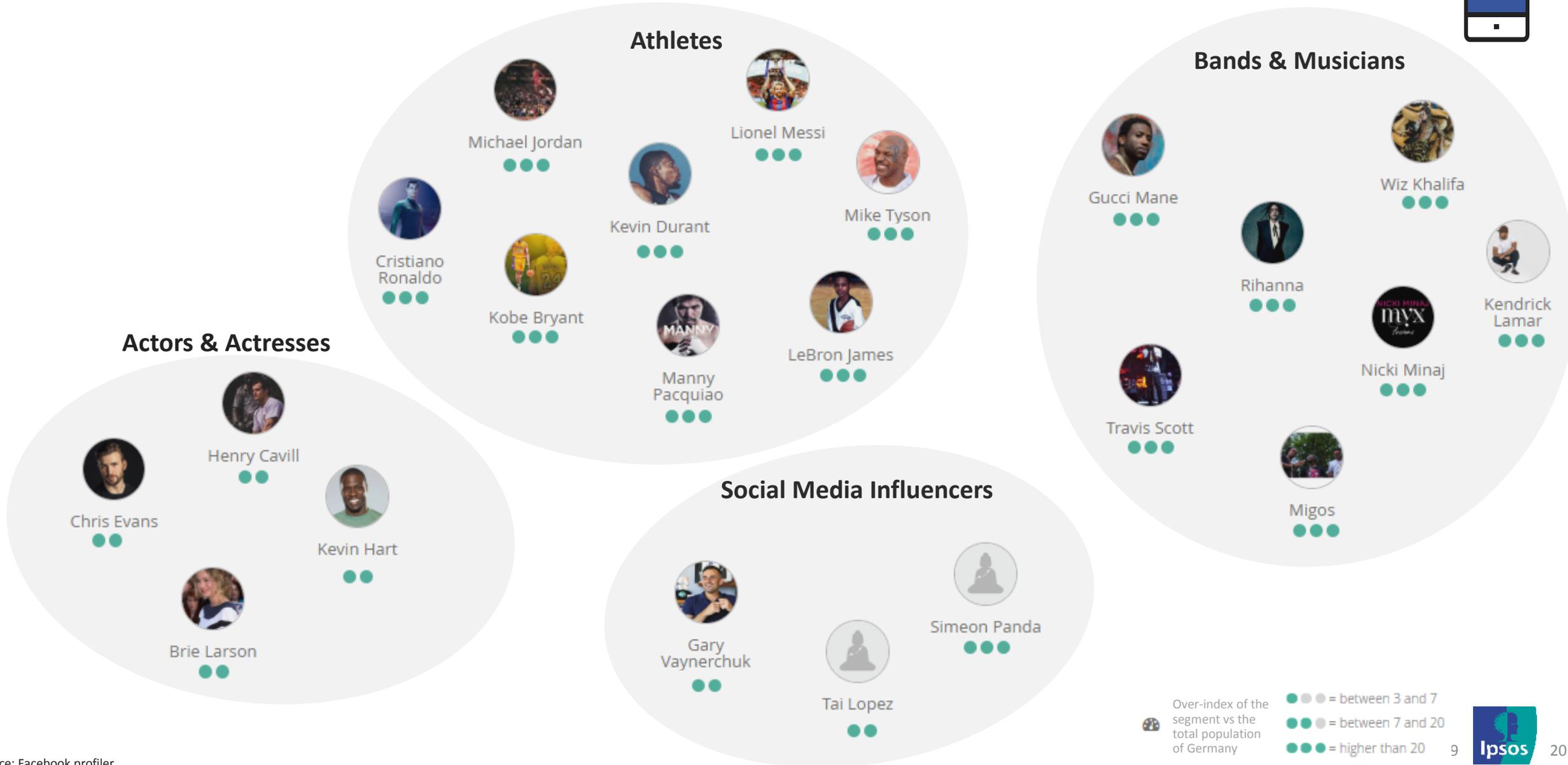
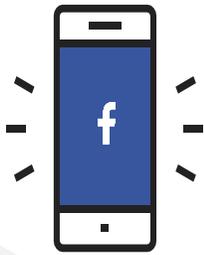
FASHION BRANDS

 Supreme (clothing)	14.7 %	● ● ●
 Calzedonia	13.0 %	● ● ●
 Rolex	16.7 %	● ● ●
 Adidas	29.6 %	● ● ●
 A Bathing Ape	11.4 %	● ● ●
 HYPEBEAST	18.7 %	● ● ●
 Nike, Inc.	29.6 %	● ● ●
 Stussy	7.7 %	● ● ●
 TAG Heuer	9.2 %	● ● ●
 Sézane	16.7 %	● ● ●

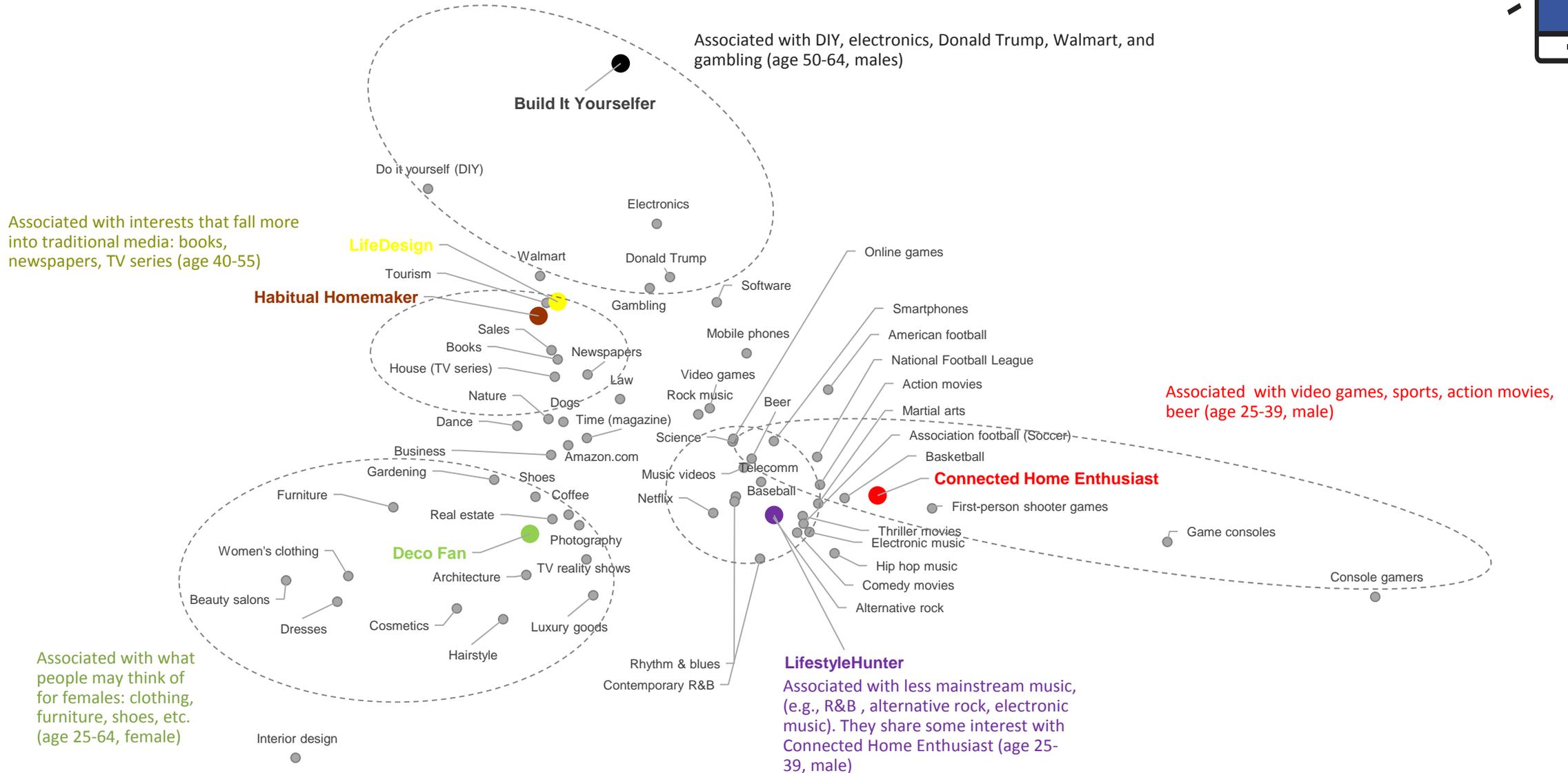
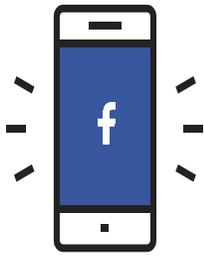
E-COMPANIIES

 Mr. Porter	6.9 %	● ● ●
 DatPiff	20.7 %	● ● ●
 tinder	8.8 %	● ● ●
 TuneCore	18.7 %	● ● ●
 CD Baby	18.7 %	● ● ●
 SoundCloud	18.7 %	● ● ●
 Apple Inc.	29.6 %	● ● ●
 Bandcamp	14.7 %	● ● ●

LIFESTYLE HUNTER – endorsement



Visualization of key differences across personas (USA)



How did this help Signify?

- **Common language: 6 personas**
 - Presented in Signify's 'top 200' ignite meeting
 - Add-on in other surveys to allocate respondents
- **Better local activation**
 - Input for communication
 - Media profiling and targeting
- Finished only recently, so actual business results are not (yet) visible



Great feedback from our contact



A definite advancement from our current segmentation



A big value add to better understand segments and media planning



Will help to better address the personas needs we get from here

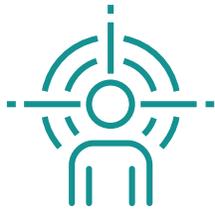
What I want you to remember



- There is more than answers to a survey



- Big data? Common sense seems as important



- Be creative in linking data sources



- Have fun!

A woman with dark hair and bangs, wearing a teal patterned shirt and a multi-strand beaded necklace, is looking at her smartphone. She is smiling slightly and looking upwards and to the right. The background is a bright, out-of-focus outdoor setting with green foliage and a dark structure. A semi-transparent dark grey box is overlaid on the right side of the image, containing the text "Questions?".

Questions?

Want to know more?



Hette Spoelstra

Senior Research Consultant

+31 20 6070 862

hette.spoelstra@ipsos.com

THANK YOU