



Ipsos ASI



DIGITALLY EVER AFTER

The smart device revolution Opportunities &

Ipsos ASI



Building on 360 in a fragmented world



Client Demand



brand|shout examines 18 touchpoints 'in the moment'



How it Works

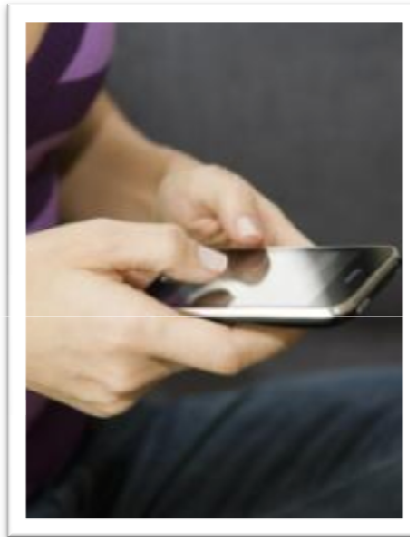


1



Pre survey online to measure brand perceptions and receive instructions for diary stage

2



Mobile diary app entry each time respondent encounters a brand touchpoint in the next 5-7 days.

3



Post survey to measure perception shift

How the diary works



When the respondent encounters a touchpoint, they...

1

Tell us the **brand**

2

The **media**

3

The **touchpoint**

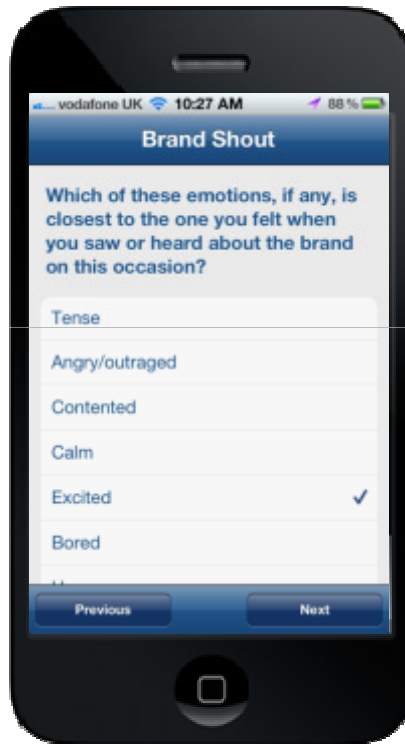
4

How it made them
**feel about the
brand**

How the diary works

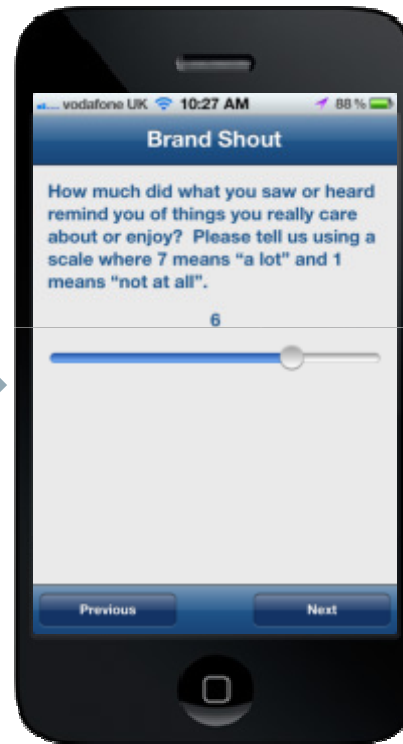


5



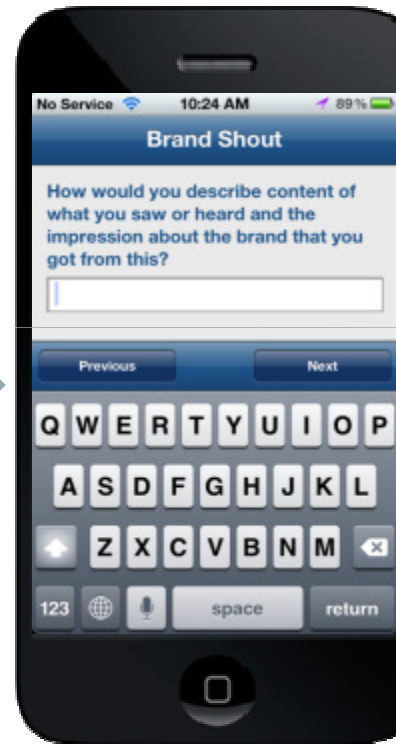
The **emotion** it
created

6



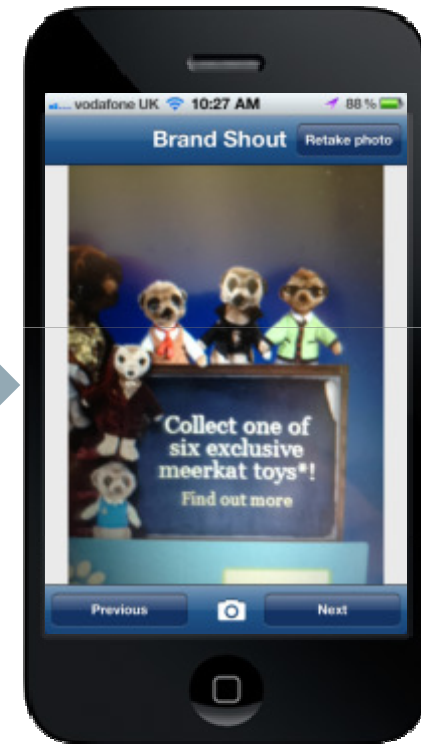
If it had **personal
resonance**

7



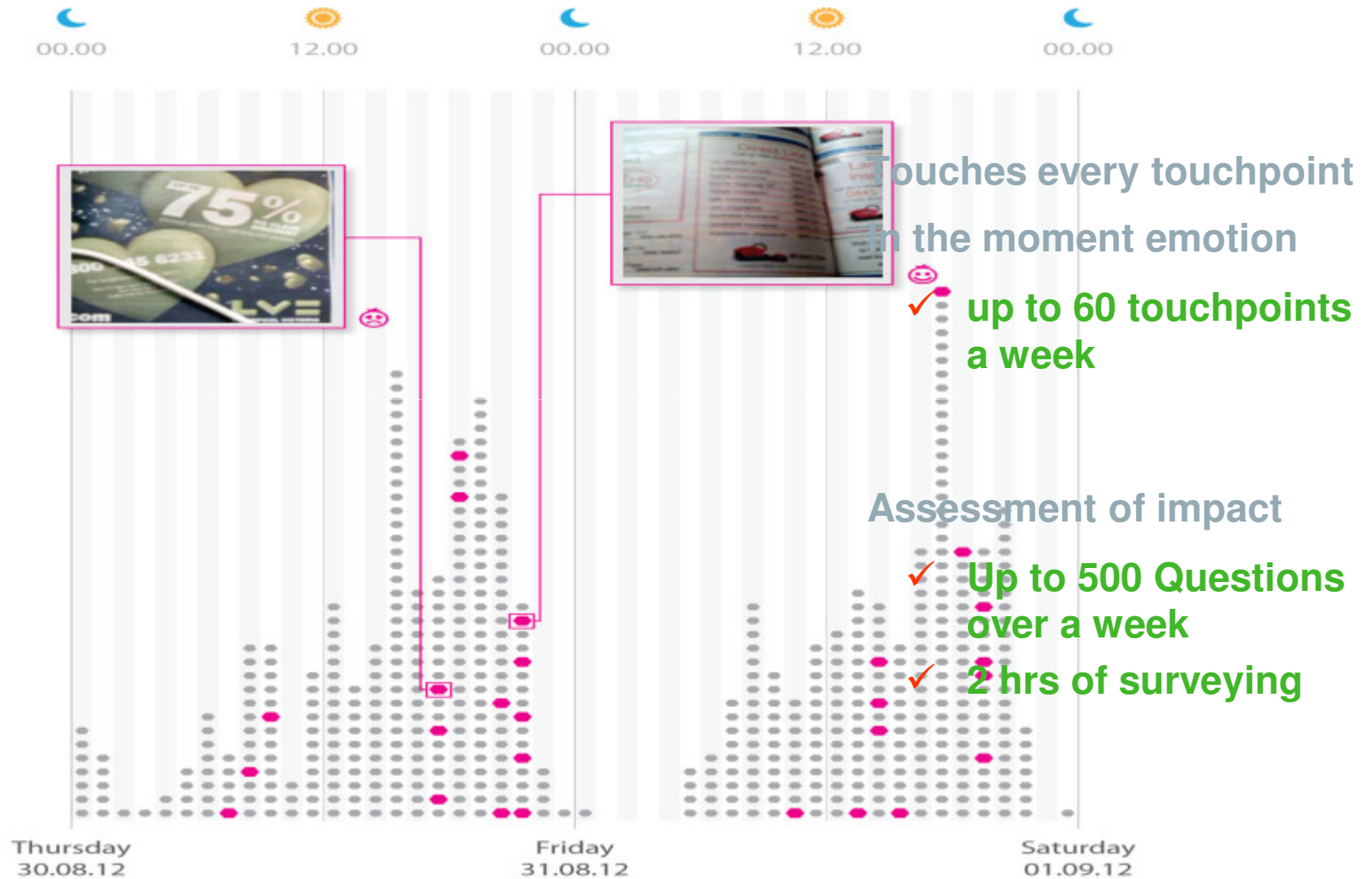
Tell us their
impressions

8



Take a **photo**

Brand|shout gaining a granular view of... Car Insurance





Using what the device knows about us to
capture in the moment insight...

What does my mobile know about me?



9



Chris [REDACTED] but struggles to rise, [REDACTED] After a quick check of his overnight emails he starts his working day in earnest around 9:15am sending emails throughout the day. The majority of phone calls are made during the afternoon with calls made to the US continuing into the evening. He spends the working day either at home, in south or northwest London or travelling abroad. The US is the most popular location. His busiest days are Thursday and Friday when his diary is most full. Chris often sends email until after midnight and [REDACTED]

On [REDACTED] and often keeps close to home or travels away to the south coast of England. His main interests include sports, travel, online gambling, and eBay. He also Tweets, especially when travelling and his is one of many mobile applications he uses. The music he listens to is a mix of 90's alternative and modern pop, listening to Snow Patrol more than anything else.

Alarm Clock

GPS / Location

Email

Calendar

Phone

Internet

Media Player

Applications

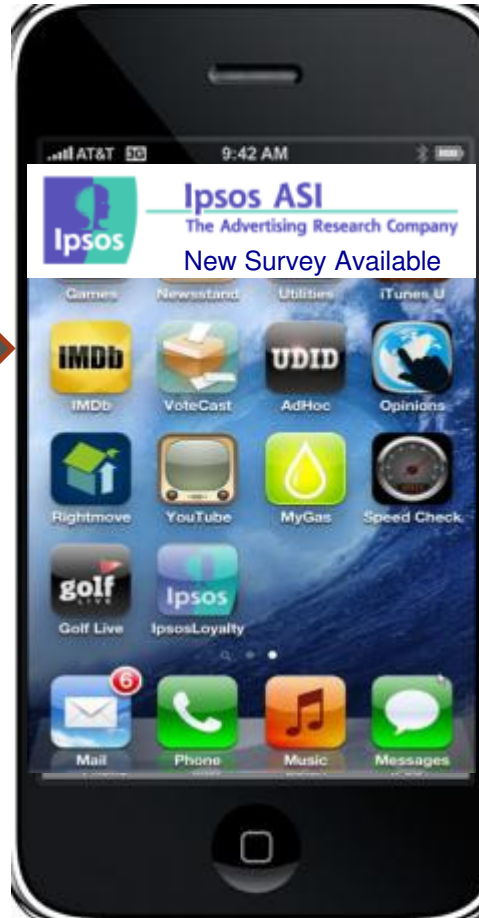
Geo & URL Fencing



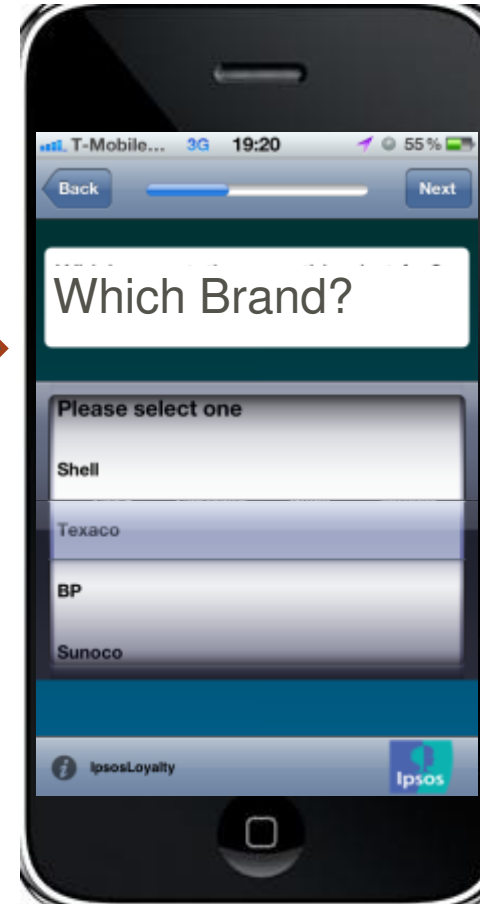
10



Ipsos App downloaded. GPS locations of for study are collected and loaded



When App user goes near to GPS co-ordinate a survey is triggered



Different surveys can be triggered for each location



New approaches need new partnerships



Aim

The partnership has been setup to open the possibilities for cutting edge research from a Mobile Operator's Customer Base

Why is this exciting



Live, granular and geo-location driven insight has been the reserve of Online, Retail and CRM environments. This project will open these opportunities to many research questions

Everything Everywhere's Customer Database



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Demographically Profiled

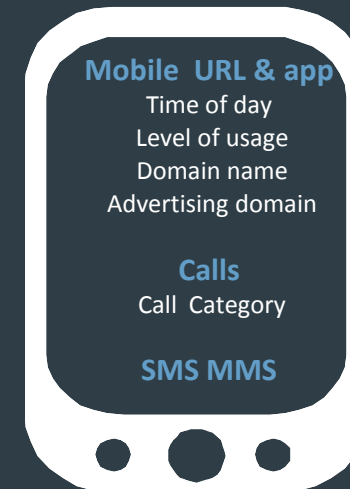


28 million
UK SIMS =
15 million
consumers

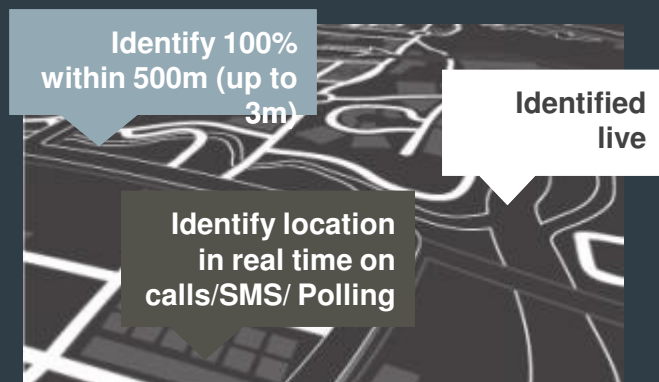


D.O.B,
Postcode &
gender

Phone Usage



Geo Location



Influencer





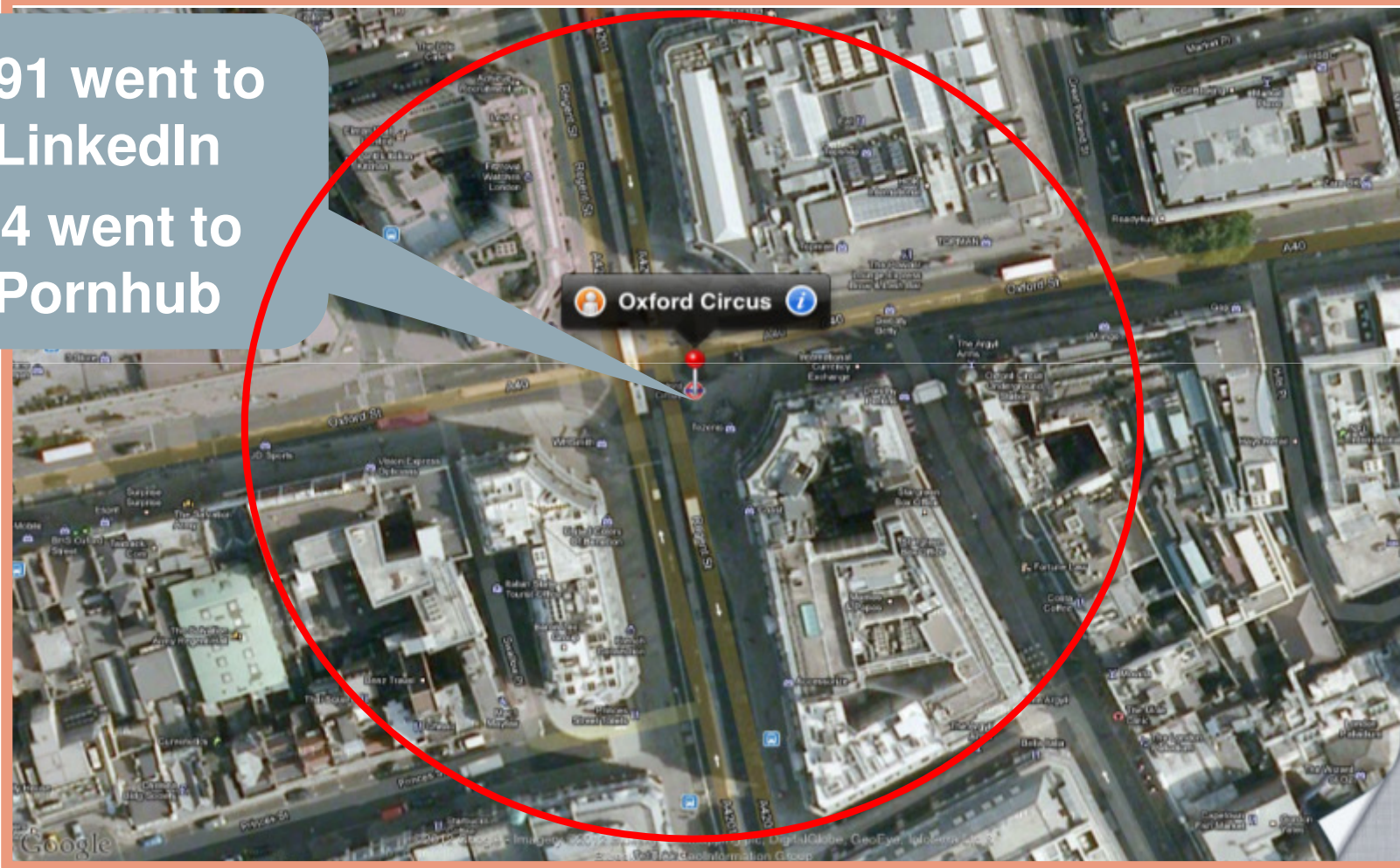
Endless opportunities for behavioural data

URL Behavioural Data

15

Saturday 30/06: 124,000 People at Oxford Circus (1:6) search on the mobile web

391 went to
LinkedIn
364 went to
Pornhub





Apps Apps Apps!

**@ 6 locations during Wk 1 Olympics , after
search the 10 most popular sites are Apps
(london.2012 most popular site)**

James Randall, @IpsosMori

THANK YOU

Ipsos ASI

