



Video won't kill the research star

How to get the most from all your past research



LivingLens

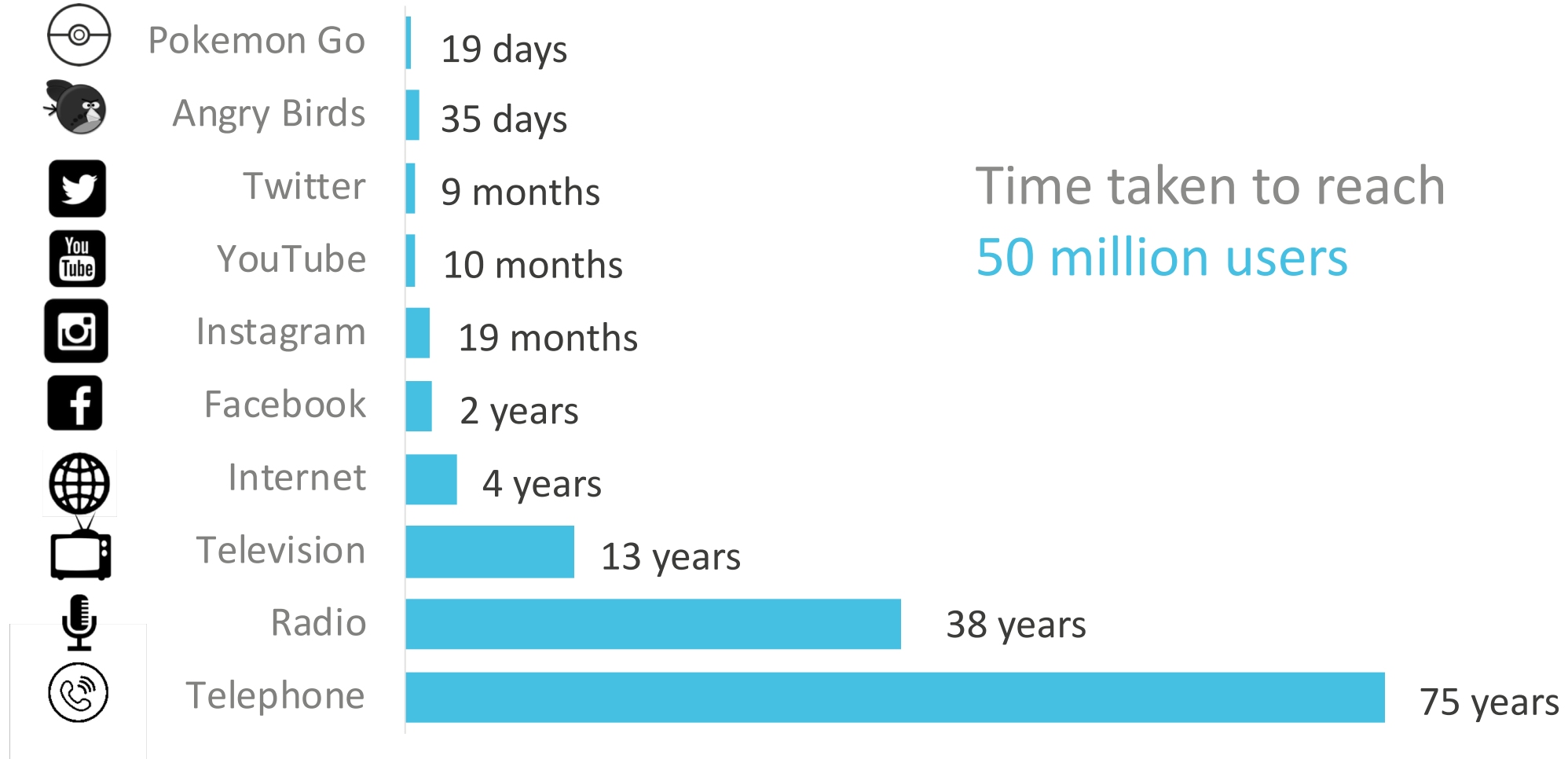
Carl Wong



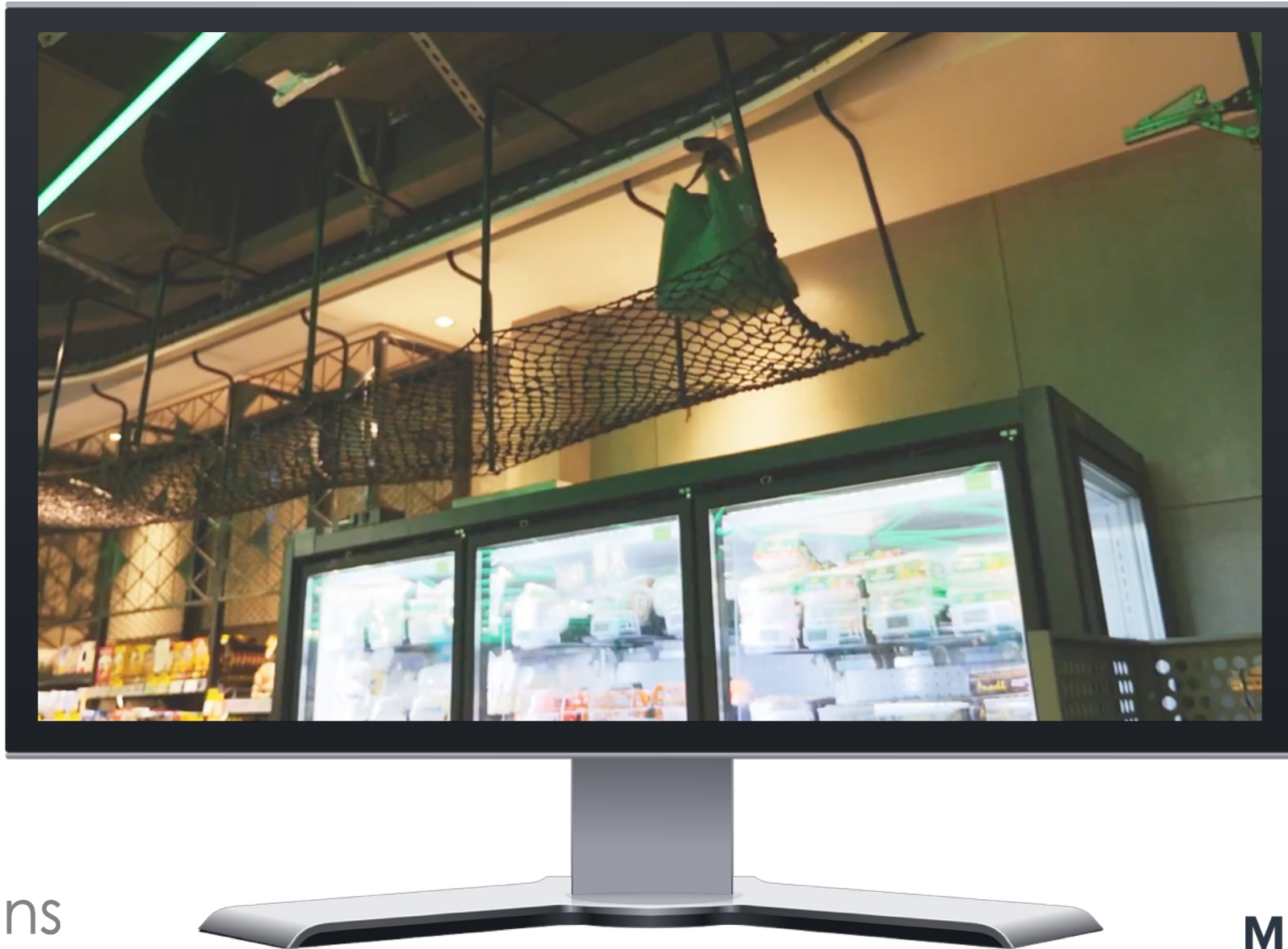
MARKETLOGIC

Richard Adair

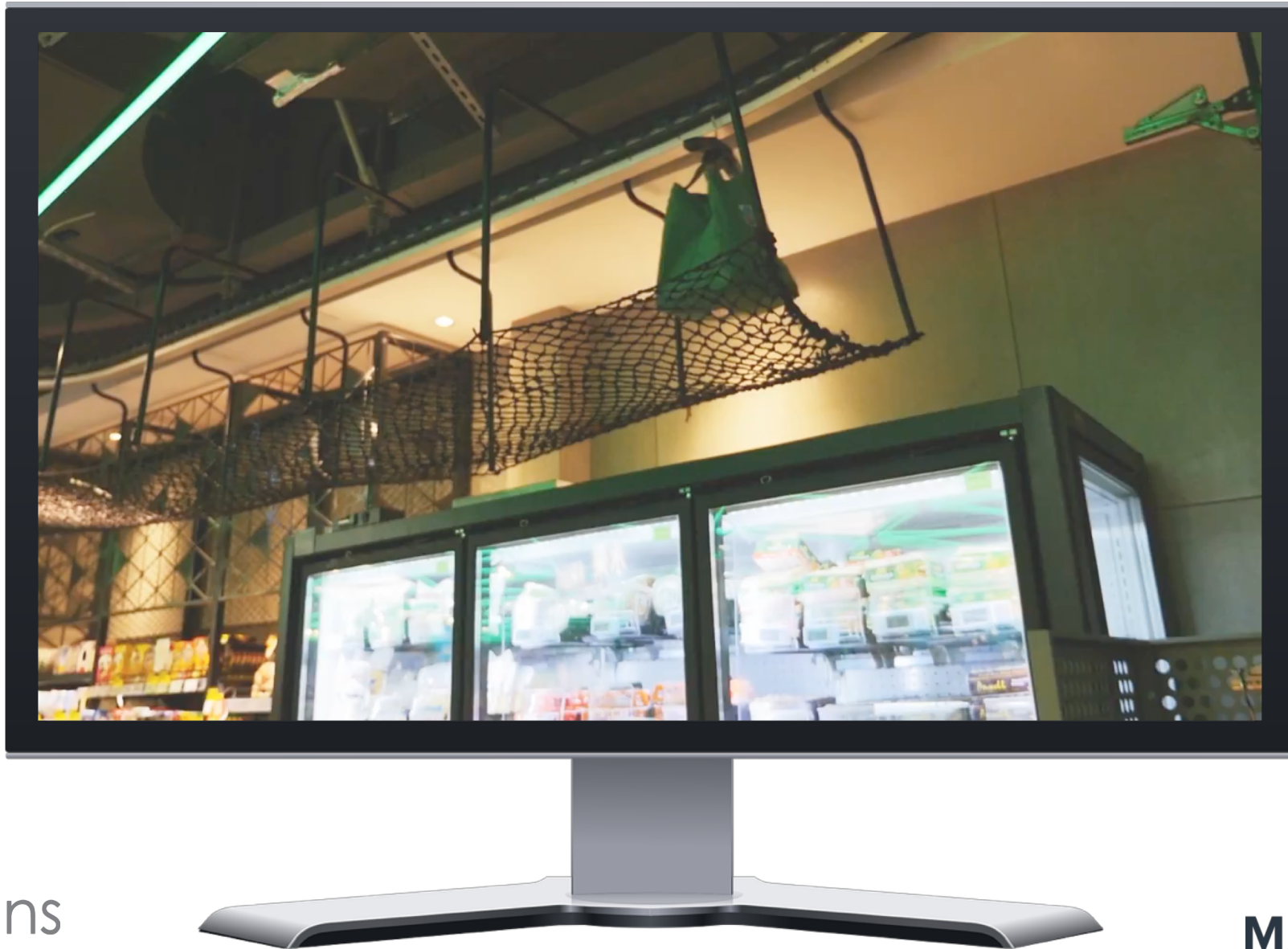
The pace of technology adoption is accelerating



The future is now

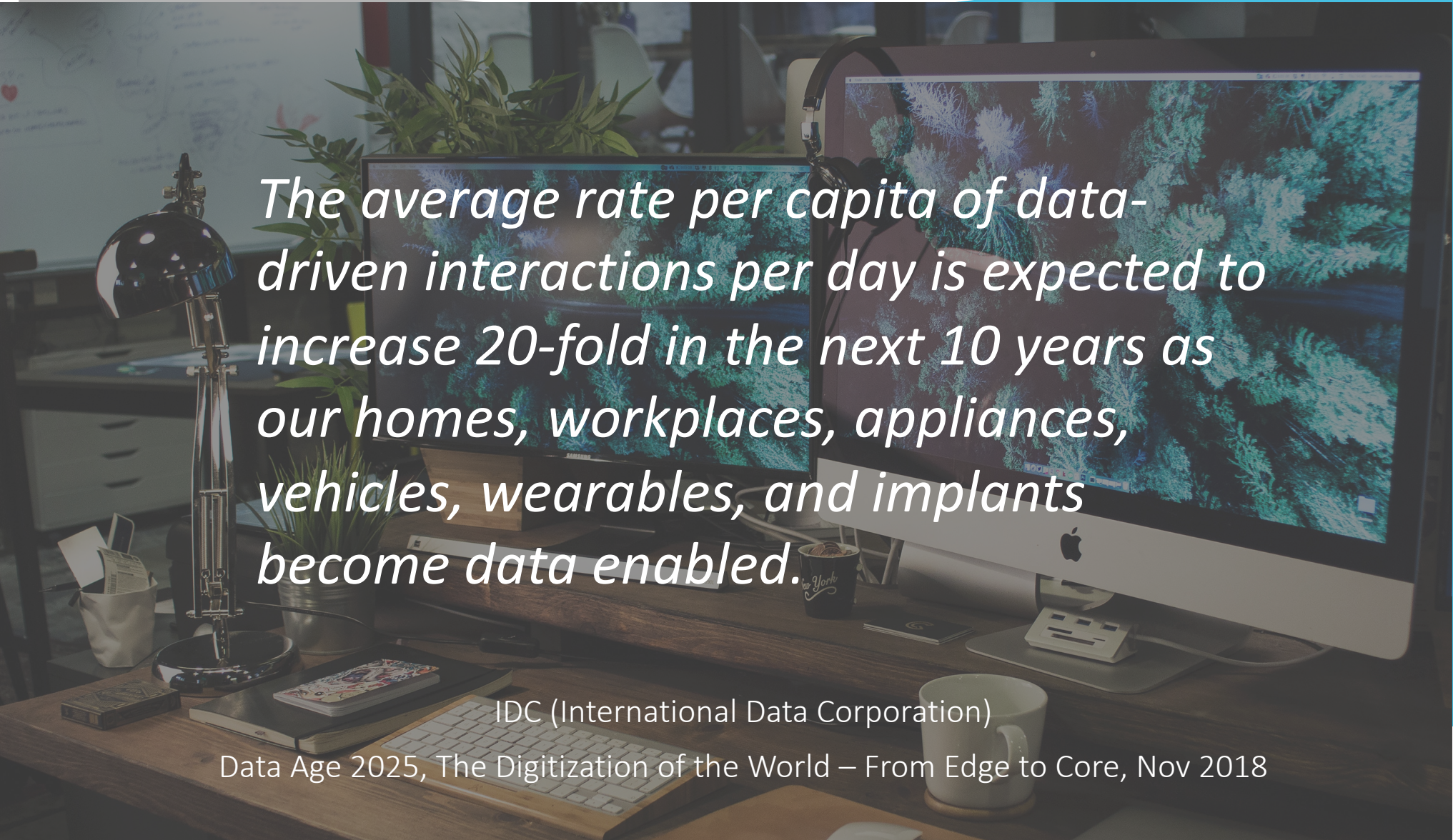


The future is now





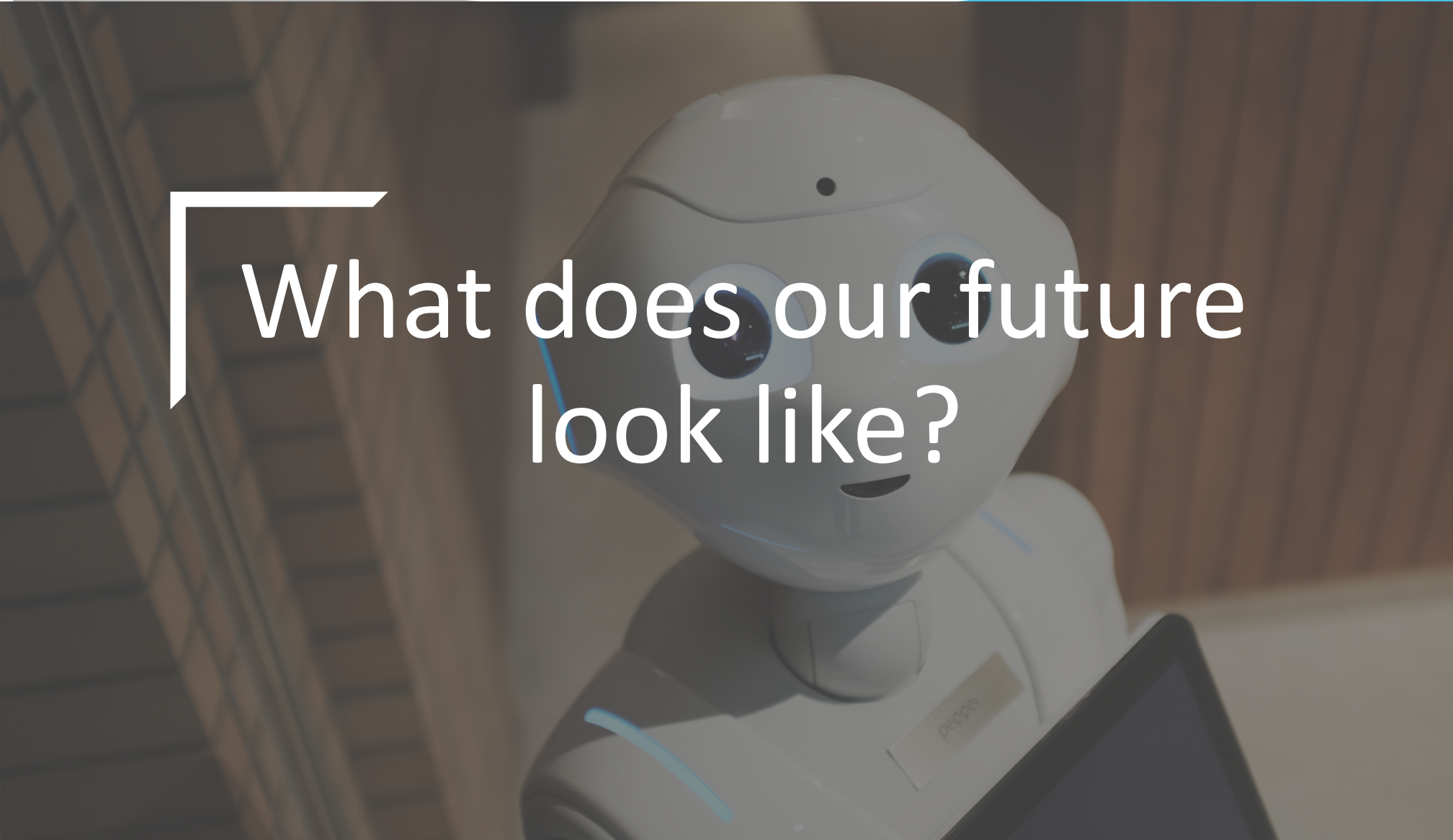
Is more data
getting ^{to} you
~~closer to the~~
~~consumer?~~



The average rate per capita of data-driven interactions per day is expected to increase 20-fold in the next 10 years as our homes, workplaces, appliances, vehicles, wearables, and implants become data enabled.

IDC (International Data Corporation)

Data Age 2025, The Digitization of the World – From Edge to Core, Nov 2018



What does our future
look like?



Automation
and platforms



Machine
learning



Curation



Humanisation

“People ask for real-time data, people ask for interactive dashboards, they plead for configurable deliverables, but in most cases that is not what they need. What people need is curation, somebody finding exactly what they need to know today, who gives them that, but who blocks the noise from getting through. The growth in data journalists, storytellers, and ‘insighters’ are all part of this curation process.”

Ray Poynter, NewMR, predictions & themes for market research & insights 2019

“Big data has done wonders for the industry but has ‘dehumanized’ the data. We need to ‘feel the consumers’ rather than read about them.”

Vijay Raj, VP CMI, Unilever



The Power of Video



Skype founded



First YouTube video



YouTube 2 billion+ videos served per day



YouTube 4 billion videos streamed per day



YouTube 5 billion videos watched per day

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

South Korea & Japan
First camera phones

First camera phone in US



First iPhone
No video recording capability!



iPhone with video recording capability



Facebook launches Facebook Live



100m hours of video watched per day



By 2020, online videos will make up more than **80%** of all consumer internet traffic¹

It's how people communicate



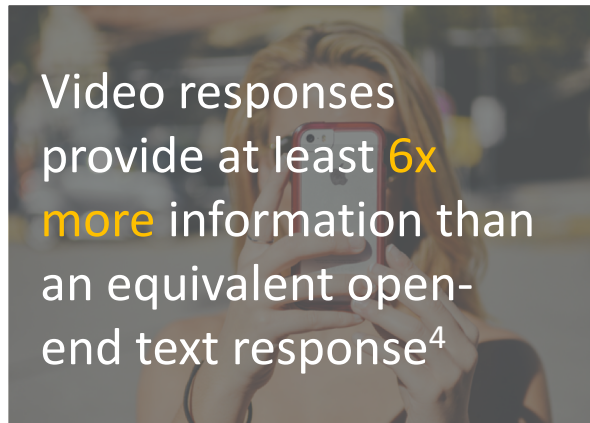
45% of people watch an hour or more of video per day²

It's more engaging



Viewers retain **95%** of a message when they watch it in a video³

And more memorable



Video responses provide at least **6x more** information than an equivalent open-end text response⁴

It delivers richer insight

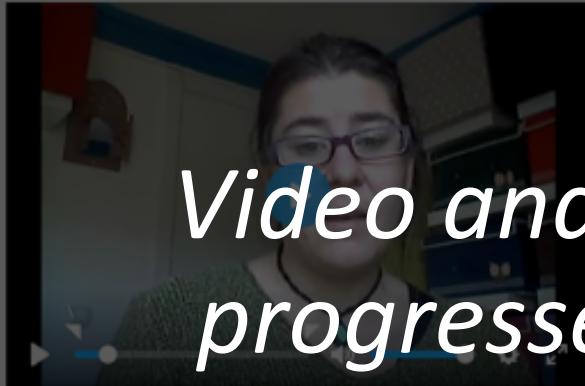


59% of senior execs would chose to watch a video⁵

Creating powerful stories



Search



330db8524ac0cb05122-2

Spanish English +



Transcript Search



0/0



Video and image analytics have already progressed far beyond text analytics in terms of the ability to generate multiple levels of actionable insights....

Upgrade

Transcribe



46% Negative

Factor

Tone

Object

00:05

Glasses

Face

Eyewear

Blue

Tags

Enter New Tag

Filters

Filter Editor

Female

Recent Bad Experience

35-44

Electronics

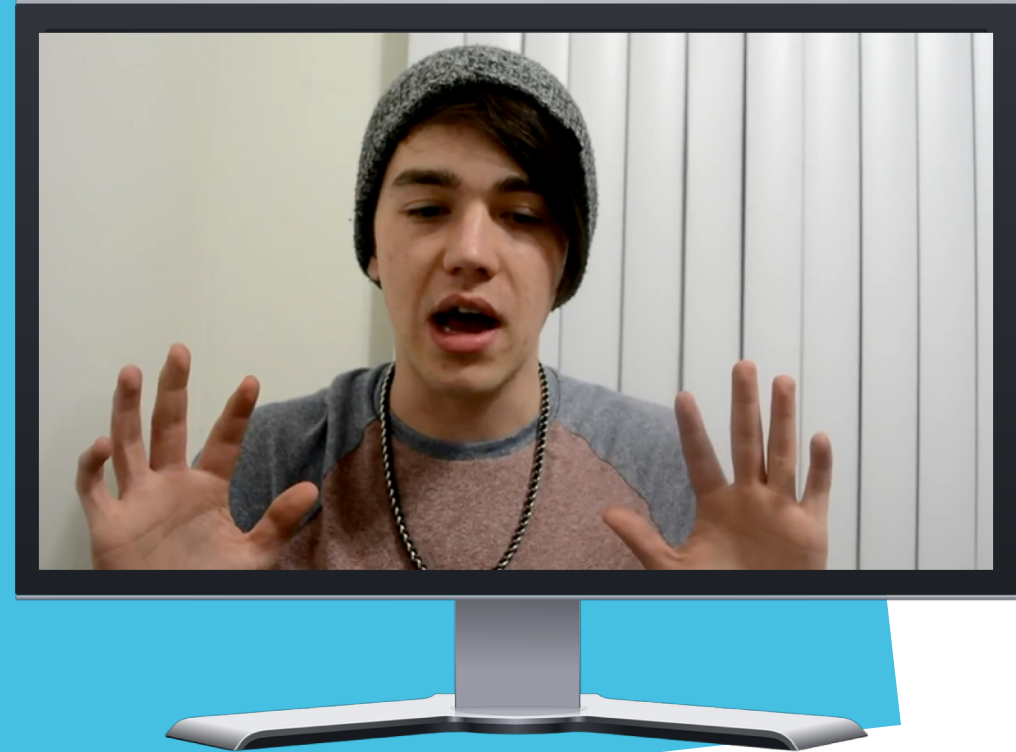
Leonard Murphy, Gen2 Advisors, Greenbook & IIX

View more objects





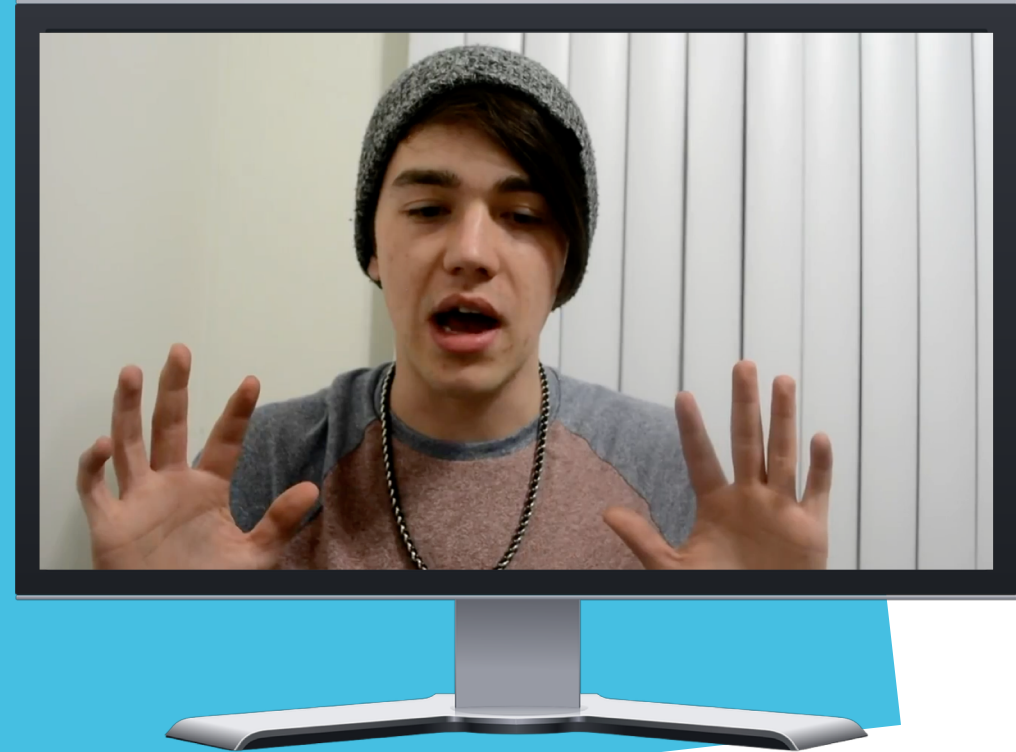
Versus



<https://www.youtube.com/watch?v=sAKhjmyWThI>



Versus



<https://www.youtube.com/watch?v=sAKhjmyWThI>

Going beyond just what people say

Emotion –Facial & Tonal Recognition

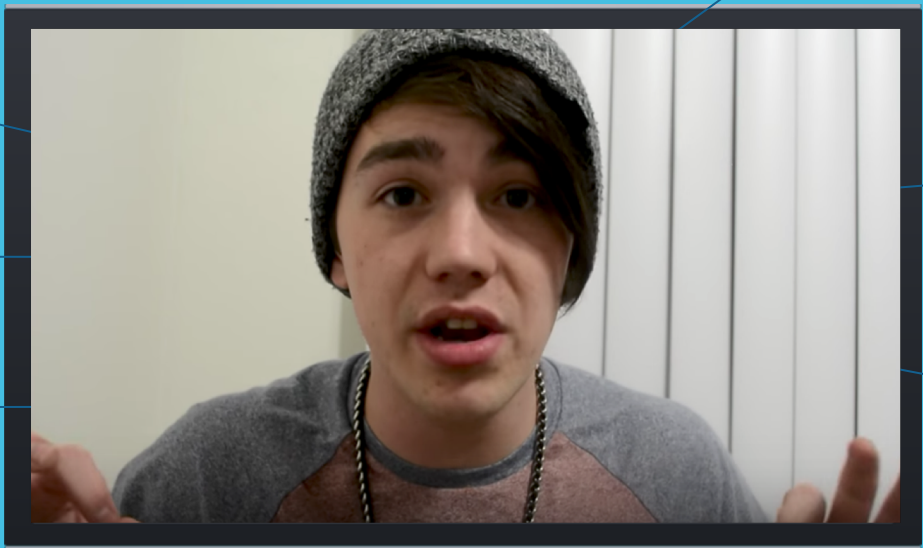
Sentiment

Themes

Speech

Object & Activity Recognition

Context



6x

more words vs. text response

<https://www.youtube.com/watch?v=sAKhjmyWThI>

Media measurement

Brand health

Brand tracking

Segmentation

Shopper

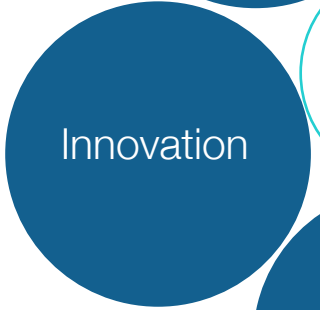
Brand experience

U&A



Path to purchase

Customer acquisition, retention & loyalty



Ideation

Post purchase

Point of sale

Concept testing

Product testing



Mystery shopping

NPS Trackers

Product development

Employee

Brand Immersion

Customer service

Customer closeness



CELLO
HEALTH

Video incorporated across patient and physician projects for [healthcare](#) and pharmaceutical specialist agency

Video feedback gathered using a range of capture methods including the LivingLens [CaptureMe app](#)

Impact

“LivingLens has allowed us to differentiate and [inspire](#) people. LivingLens has become part of our day-to-day language. Revenues from the LivingLens platform have now [exceeded revenues](#) from all other digital initiatives.”

Damian Eade

[Global Head of Digital](#)





Seamlessly **integration** to capture video and audio content from surveys

Enables qualitative feedback on a quantitative scale

Survey data passed back to the LivingLens platform to add context to feedback, facilitating **filtering** of content

Impact

*“Video is unparalleled in its ability to bring people, their opinions and subject matter to life, and the **global reach** and scale that LivingLens brings will enable organizations to **better understand** their customers from anywhere in the world, in any language.”*

Terry Lawlor
EVP Product Management





Enabling near **real-time** feedback from passengers

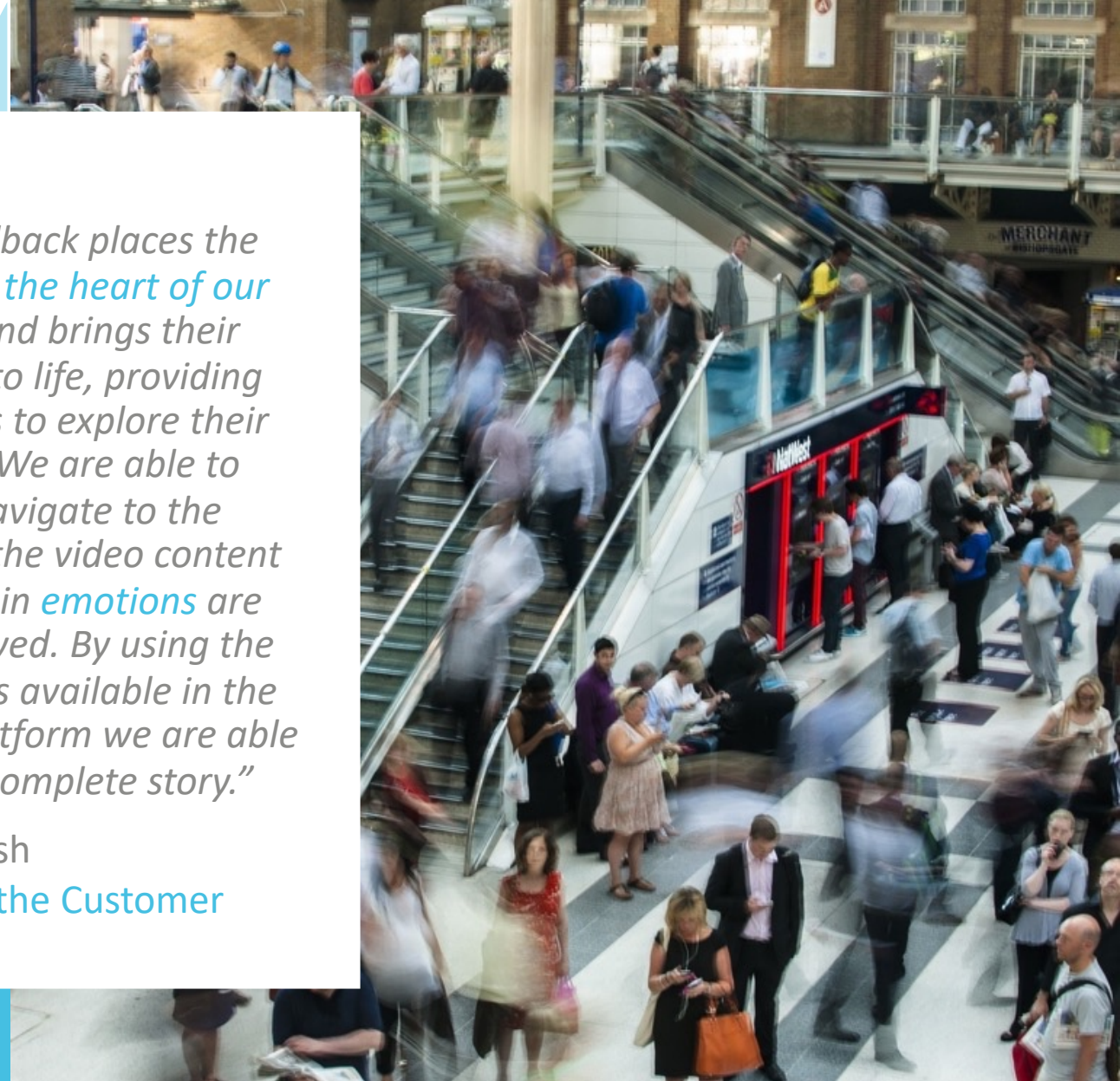
Video question embedded into **CX survey** to capture feedback about the experience with Virgin trains

Including the booking, station lounge and on-board experiences

Impact

*“Video feedback places the customer at the heart of our business and brings their experience to life, providing another lens to explore their feedback. We are able to quickly navigate to the moments in the video content where certain **emotions** are being displayed. By using the analysis tools available in the LivingLens platform we are able to get the complete story.”*

Joe Parrish
Voice of the Customer Manager



Global accommodation booking brand

Heavy users of video approaches in all projects - including focus groups, IDIs & in-home visits

But, no easy way for teams to access or search their content

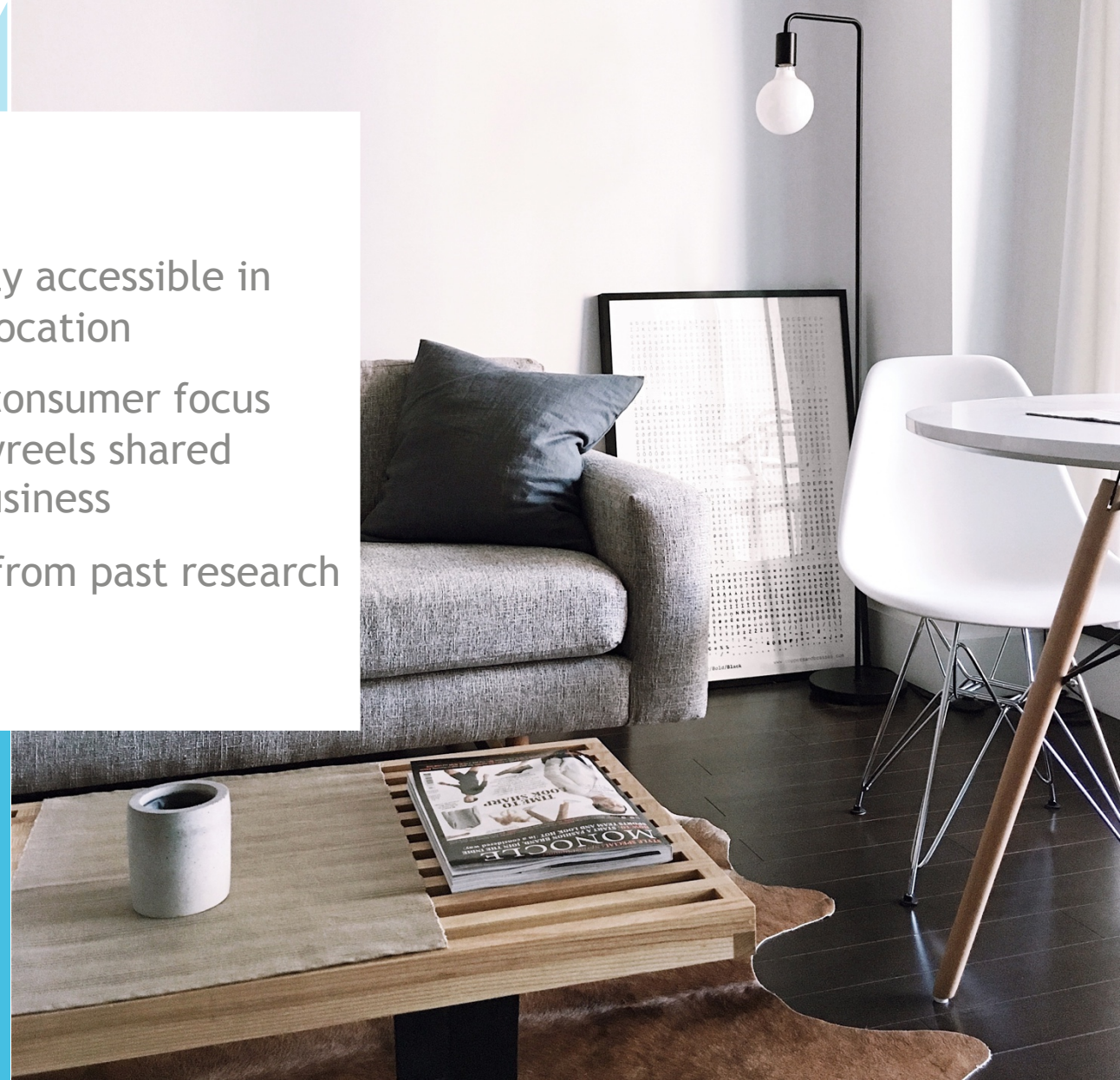
LivingLens provides easy upload, storage, analysis and curation of all of their content

Impact

Content easily accessible in one central location

Heightened consumer focus through showreels shared across the business

Greater ROI from past research





Nestlé were evaluating 10 early stage meal ideas

BuzzBack conducted the research using their mobile swipe technique alongside video capture



Impact

Video provided a unique view into how the ideas would fit into their lifestyle

Videos used by BuzzBack to help tell the consumers' view and provide added context to scores

Client feedback on quality and value of project very strong due to extra layer of context



Through the partnership of LivingLens & Market Logic, we see great potential to turn existing and future video material into a live asset that we can leverage simply and effectively.

Our aim is for our video assets to become an integral part of how we understand people, culture and marketplaces and then use them dynamically, to tell stories and deliver superior impact. The technologies of Market Logic and LivingLens, we believe, will be a core part of how we will drive more effective insight led business decision making to accelerate growth.

Global Head of Insights for a Major Global Personal Care Company



Making the most of the video
content in your knowledge
asset

Delivering ROI from brands knowledge estate





Get marketers to engage with your research



LivingLens

MARKETLOGIC

Complete,
compelling
and
memorable
answers...

The screenshot displays the Bigblue Brands search interface. At the top, the Bigblue Brands logo is on the left, and 'Insights' with a notification bell and a user profile icon is on the right. Below the logo is a search bar containing the query 'What do we know about millennial spending?'. To the right of the search bar is a button labeled 'Add content to Notebook'. Below the search bar are tabs for 'All Results', 'Docs', 'Projects', 'Video', 'Data', 'Social', 'Syndicated', and 'More'. The search results are sorted by 'Relevant' and show 'Found: 12,038 results'. A quote from a report is displayed: '...Recent years have seen rising disposable incomes for high-income millennial households in China which is boosting spending habits for high value products with a visible shift from mass to premium brands and products...'. Below this are two search results. The first is a document titled '2018 Better Spending Habits' from a '2018 Better Money Habits Millennial Report'. It defines millennials as ages 23-37 and mentions tools like the 'Spending and Budgeting Tool'. The second result is a video titled 'Gen Y Purchasing Habits' by John Doe, dated 23rd March 2018, discussing quality and sustainability. On the right side of the interface, there is a 'Key Findings' section with two paragraphs of text and source links.

Gen Y Purchasing Habits

Add content to Notebook



Description

What are drivers and barriers to Millennial spending? How do Millennials view their own spending behavior compared to their parents' generation? Which trends do Gen Y consumers pick up on and why? How does financial situation influence the spending behavior of Millennials?

Gen Y Purchas

What do we know about mi
Please select a language

Spanish English

My friends and I highly app
products that we buy. Inst
products in what we want
willing to spend a little mo
even I, We need to think
that our generation has les
the same time, also we ce
probably the main factors
think that even if I had mor
and I am sure that my frier
more natural to me.

Recommended



Millennials - Breaking the Myths
July 13, 2017



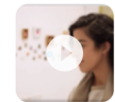
2018 Prediction Report
October 31, 2017



Luxury Millennial - Shopper Report
July 13, 2017



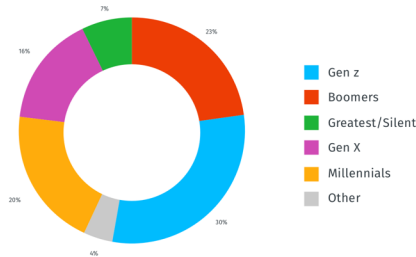
Cultural Trend Report 190
June 16, 2017



Millennial Trend Report 1/80
March 23, 2018

Marketing to Millennials

Marketing to Millennials



Simplicity and Millennials

Millennials are digital natives, and they look for absolute simplicity with technology. They are used to accessing everything with the minimum number of clicks. It is important for the companies to overcome the technological complexity involved in making a transfer or browsing websites. Without a doubt, millennials are connected to social media. More important, they are using it as their primary source to find and hear about products, special deals and

Digital and Millennials

Digital technology is transforming global lifestyles and it is influencing all consumer behavior, including how they live, work, eat, play, buy, and learn. Reaching this segment also differs from previous generations, reflecting growing digital preferences. Millennial shoppers are plugged into mobile and social shopping and are completely disrupting historically traditional shopping patterns. Millennials are savvy shoppers and many have come of age in a



WHO ARE THE MILLENNIALS?

THE DEMOGRAPHICS

Demographic	Percentage
White	60%
Hispanic	20%
Black	14%
Asian	5%
Other	1%

Millennials say the most important things in their lives will be:

- Intelligence
- Liberalism & Tolerance
- Marital status (Millennials ages 18-28)
- Technology use
- Music & Pop culture
- Clothes & Fashion

Other names for Millennials:

- Generation Y:** Refers to the generation to succeed Generation X.
- The Echo Boomers:** Refers to the fact that many Millennials are children of Baby Boomers.
- The Net Generation:** Refers to the internet being a part of their lives that they grew up with and take for granted.
- The Boomerang Generation:** Refers to the tendency for many Millennials to move back in with their parents after going away to college.
- The Peter Pan Generation:** Refers to delaying the rites of passage into adulthood longer than most generations before them.

Top 5 things that make Millennials unique: (according to Millennials)



Carl Wong
Richard Adair

Find us at stand #509