Gain a holistic view of consumers

*Nielsen Life360*—Ethnography in a digital context

How can we better understand key changes in a consumer’s world? What attitudinal traits, wishes or habits are important? How do members of the same household behave differently with regard to entertainment, food or other common choices? The answer: Nielsen Life360.

### Why Digital Ethnography?

Digital ethnography allows us to evaluate people in their environment — where they go, what they do, and who they do it with. In our listening, we pay attention to what people are exposed to, what they’re engaged with, along with their mood(s) and a photo. The result is a 360-degree view of people’s lives for a typical study period (7-10 days) that produces superior qualitative insights.

Building upon audience segmentations developed per individual client needs, panelists are recruited and provided with mobile tools — a Smartphone or video camera — to catalog their world through a series of questions and message prompts. Together with other online components we capture people’s attitudes, opinions and preferences multiple times a day, with real-time reporting. Studies can be conducted in multiple locations, with larger numbers than found in traditional ethnographies or focus group settings.

### Self-guided deep dives

By understanding consumers’ wants and choices, fears and aspirations we give clients better tools to refine their brand targets or messages, or discover new ideas to fit unmet needs. By linking motivations and attitudes to actual purchase behavior, through Nielsen’s panels, we can uncover the *why behind the buy* — a value that no other research today can so specifically deliver.

### Engage with consumers - anytime, anywhere!

Consumers typically do not recall how they make decisions or arrive at a particular point of view—as many choices are driven by unconscious motivations. By engaging people with mobile “in-the-moment” surveys, we can ask direct questions in the context of specific behavior. Surveys can be designed to probe “choice architecture” and address customer satisfaction, brand awareness, opinions, events, or advertising effectiveness.

**Nielsen Life360 will help you:**

- Understand that what consumers *claim* as behavior is different than their *actual* behavior.
- Discover how “Day in the Life” studies deliver rich data and a deep dive into aspirations and attitudes— with consumers in the drivers’ seat.
- Learn how to define *functional* “need states” and interpret them into *emotional* “need states.”
- Interpret insights to motivate people so they will engage with your brand.
“Real Lives in Real Time”
- Daily Time Track: who, what and where standings
- Inside looks synthesizing key thoughts and attitudes from panelists’ personal E-Journals on their home environment, habits, choices, exposures and thinking
- Insights and deep-dives into specific topics: shopping, media, home life, digital convergence

How it works
- By listening to robust numbers of people, we see developments in respondent’s lives. We monitor how much time they spend doing what and with whom.
- By getting photographs of what people are focused on and asking them to create E-Journals on specific topics (shopping, relaxing with family, food choices and meals, digital media, etc.) we are able to provide a unique glimpse into their daily lives.
- By listening to what people find intriguing and what they are thinking about we show you what’s important to your consumer.
- By using digital technology, such as mobile surveys, we can monitor larger audiences and uniquely capture their attention while they are engaged, at the same time creating cost and time efficiencies for you.

Learn about your target consumer
E-Journal — Their Words + Pictures
We probe deeper into the lives of Nielsen Life360 survey respondents to help clients uncover key attitudes and sentiment. We use E-Journals to capture respondents’ lives and home environment in words and pictures. Guided questions are carefully developed together with clients so that respondents focus on desired themes.

Sample topics of exploration: Work/Play, Food Choices, Health & Wellness issues, Thoughts on Using Digital Media

We also collect an array of photos depending on the area of study:
- Specific areas of the house related to food storage (refrigerators, pantries), main eating and dining areas of the home
- Work and Leisure: home office or business space, living rooms and family gathering spots
- Digital: TV, entertainment and computer set-ups

Exit Survey
After the Digital Diary phase has ended, respondents take an online exit survey and respond to a series of questions to monitor any changes in behavior or attitudes.