

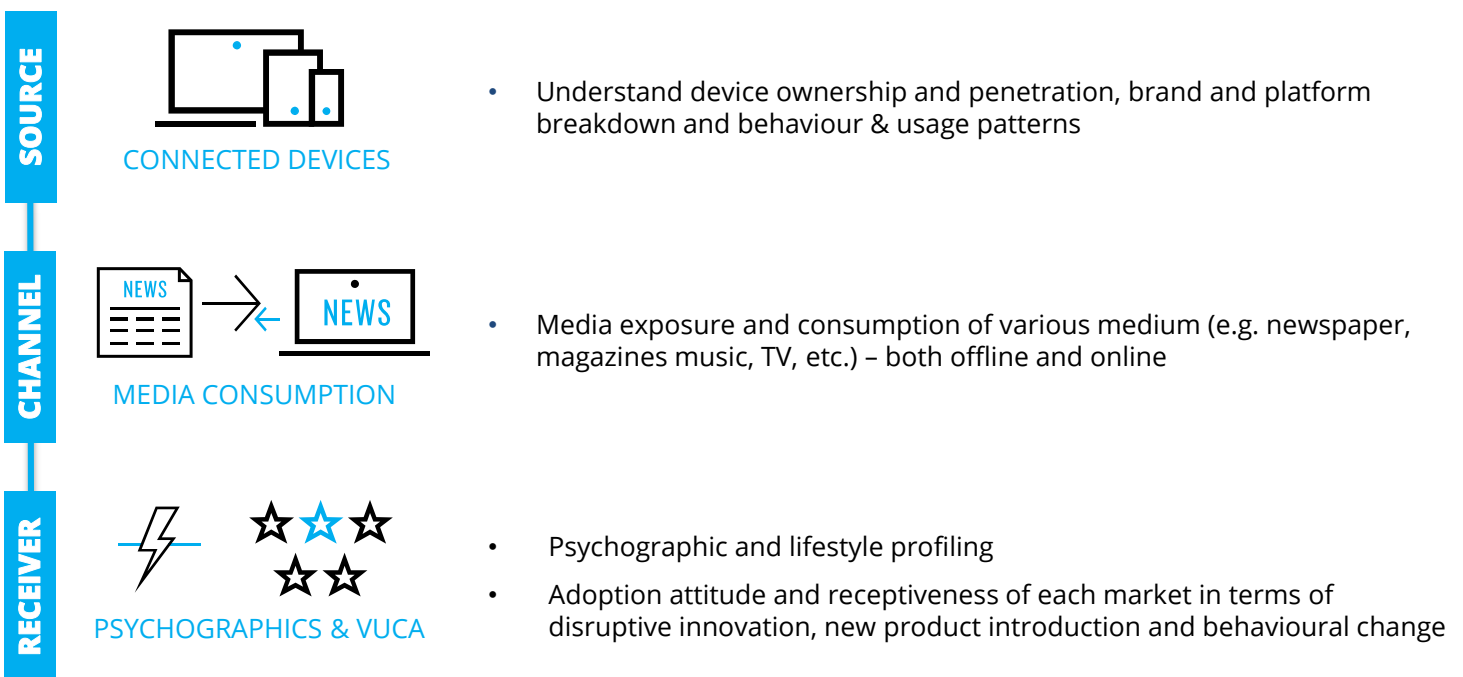
THRIVING IN A HIGHLY VOLATILE, UNCERTAIN,
COMPLEX & AMBIGUOUS WORLD

VUCA & CONNECTED METER 2018

A Nielsen Syndicated Study on...

- **Market Adoption & Readiness for Disruptive Innovation, New Product Introduction & Behavioural Change**
- **Understanding What & How The Connected Consumers Think & Do and How To Target Them**

THE STUDY HAS THREE COMPONENTS



WHY SUCH A SYNDICATED STUDY?

VUCA stands for **Volatility, Uncertainty, Complexity & Ambiguity**. A concept initially introduced by the U.S. Army War College to assess the organisational ability to adapt to fast-changing environment, its application expanded to the business world and become a practical code for awareness and readiness. In this instance, VUCA is applied to understand a market's readiness for disruptive innovation, new product introduction & behavioural change. This include new technology, ideas, products/services to new ways of shopping.

The study also includes insights on **Connected Devices** usage (e.g. smartphone, smart TV, etc.) because they are vital digital gateway to the consumers, while the (online or offline) media is the channel where information or content flows through.

By coupling VUCA, an attitudinal-based assessment, with the understanding of a market's connectivity and **Omni-Media Consumption**, this study will provide a holistic and end-to-end view of the market.

Nielsen's VUCA &
Connected Meter

**SOURCE
(CONNECTED
DEVICES)**

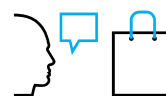
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**CHANNEL
(MEDIA)**

+

**RECEIVER
(VUCA)**

INFORMATION COVERAGE



DEMOGRAPHICS	DEVICE	OFFLINE CONSUMPTION	ONLINE CONSUMPTION	PSYCHOGRAPHICS & ATTITUDES
Gender & Age	Ownership	Newspaper	Newspaper	Advertising
Race & Religion	Brand breakdown	Books & Magazines	Books & Magazines	Technology
Marital Status & Household	Usage Patterns & Purpose	Music	Music	Shopping
Education & Language	Frequency & Time of the Day	TV & Movies	TV & Movies	Lifestyle & Interest
Household Income / SEC	Location & Situation	Out-of-home & Transport	Social Media, Blogs & Forums	VUCA

APPLICATION: WHAT THIS MEANS FOR YOU

- Optimize connected devices' user experience and investment according to consumers' usage patterns
- Establish a well-balanced omni-media approach and budget allocation
- Deliver targeted marketing and communications by segments, channels and content
- Identify which markets to enter in terms of priority; be certain of the market opportunities and readiness for each market
- Guide product development and go-to-market plans (specific to each market)

RESEARCH DESIGN & DELIVERABLES

10 countries

Australia, China, India, Indonesia, Japan, Korea, Vietnam, Singapore, Taiwan & Thailand



18+ y.o., mix of males and females
N= 1,200 ~ 1,500 per market



Self-administered 30-minutes online surveys



Own at least one connected device (e.g. smartphone, PC, smart TV, tablet, etc)



Access the internet at least once a week



Core: Dashboard (3-module) & Data Table (1-single header)



Add-On: PowerPoint Report (incl. Executive Presentation)

For more information, contact your Nielsen client service representative