

Qualitative Social Media Research

Bakamo.Social – Insights without asking

Bakamo is a qualitative research company. We tap into natural conversations what people think without asking in the open web. We read, understand and interpret what people say. Our them" findings offer a new and radical perspective on people's reality. What we do DATA DEEP.SCAPE **INSIGHTS** METHODOLOGY **COLLECTION DELIVERY** Directly relevant Grounded in reality **READING** New perspective See what people see UNDERSTANDING You Tube

W

and many more

ANALYZING

INTERPRETING

Unfiltered and raw

Enlightening and frightening

Beyond the obvious Meaningful understanding

Enlightening & frightening Insights

- The earth cools down
- Wind power is dangerous
- Food to gauge healthcare quality
- It's the spices that makes you fat





Personas

Pragmatics Creators HAVING YOUR OWN LOOK Belonging Belonging SHOWING STATUS STANDING OUT OF THE CROWD "my fashion is trendy" "my fashion is trendy" ADDING ELEMENTS OF LUXURY INDIVIDUALISM MAINSTREAM FASHION Fashionistas Rejecters

Target Group Understanding

