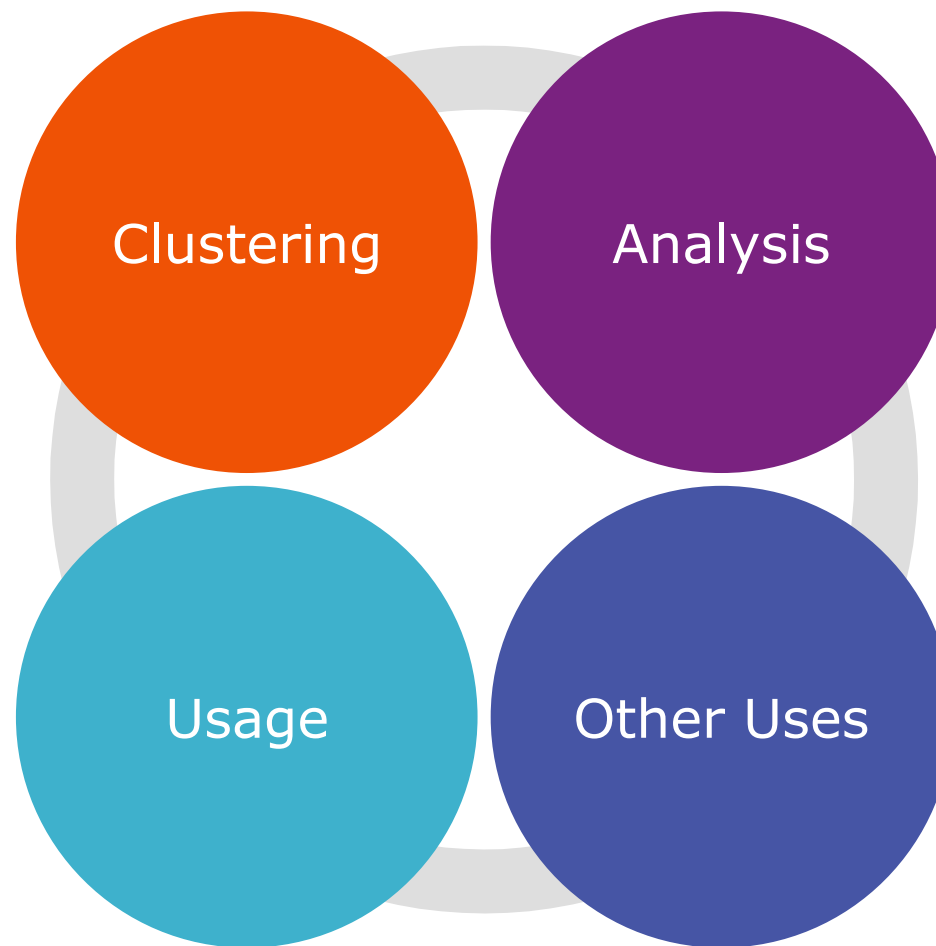


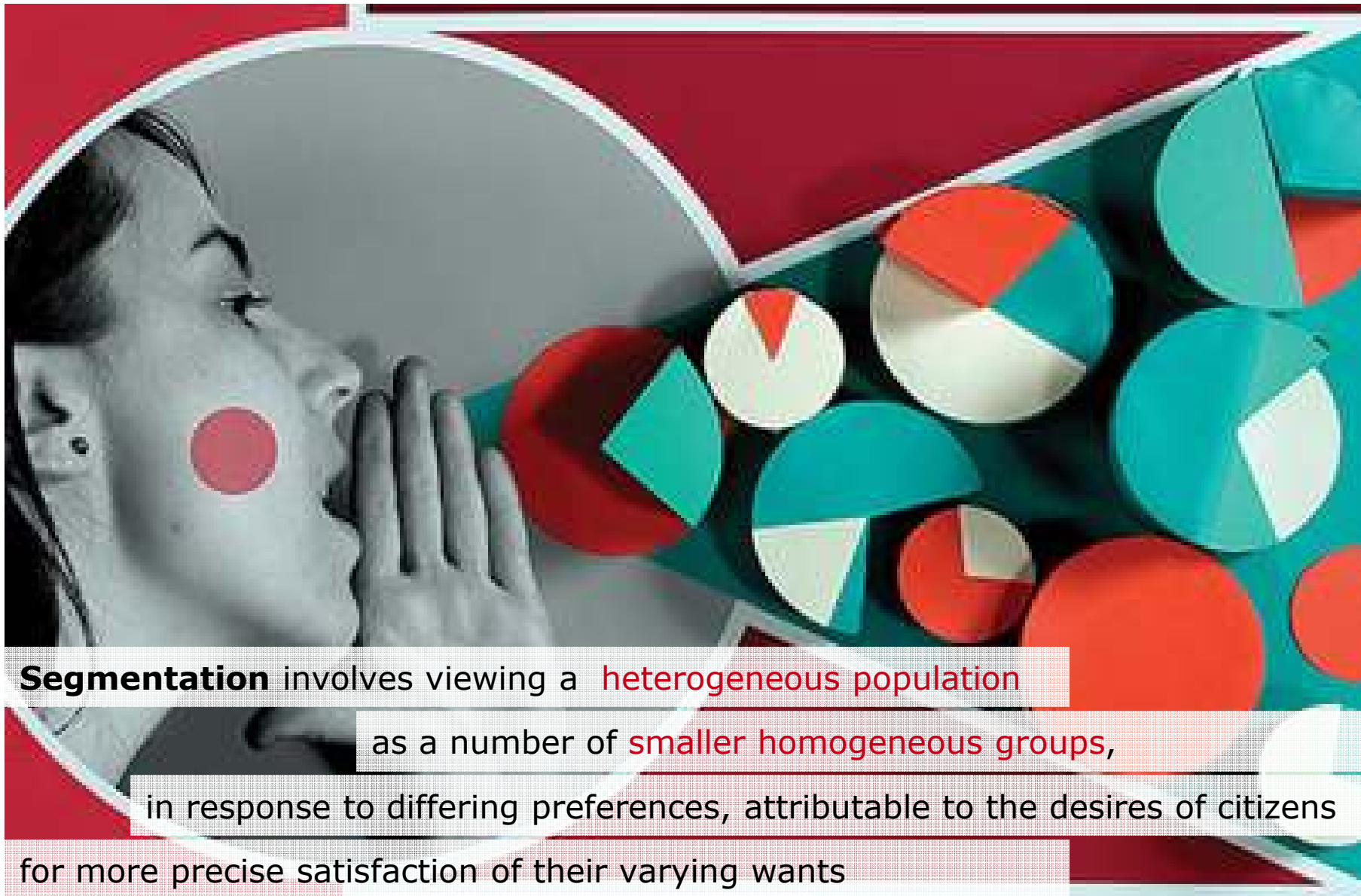
Superimposing Emotional and Psychographic Constructs on Digital Media

Preriit Souda

Lead Data Scientist
Kantar TNS (UK)







Segmentation involves viewing a **heterogeneous population** as a number of **smaller homogeneous groups**, in response to differing preferences, attributable to the desires of citizens for more precise satisfaction of their varying wants

Why segment?

- Product development
- Positioning/messaging
- Combination of above

Bases for segmentation

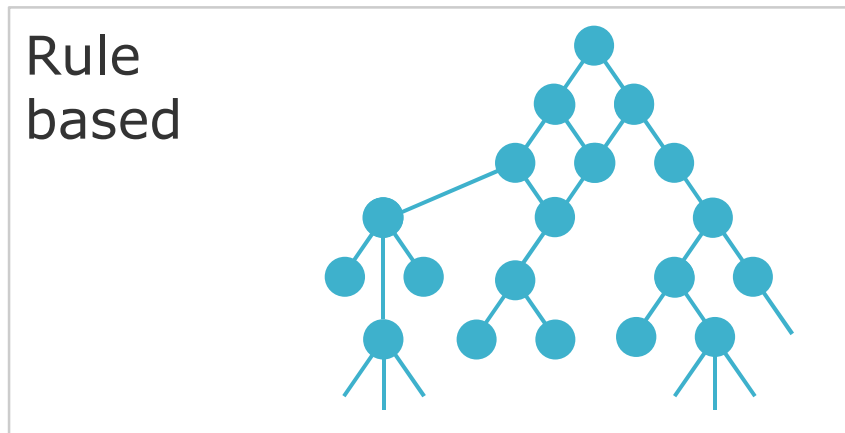
Some common attributes used for segmentation

- Demographics
- Situations
- Needs/benefits/emotional connects
- Preferences
- Behaviours
- Lifestyles

Segmentation algorithms

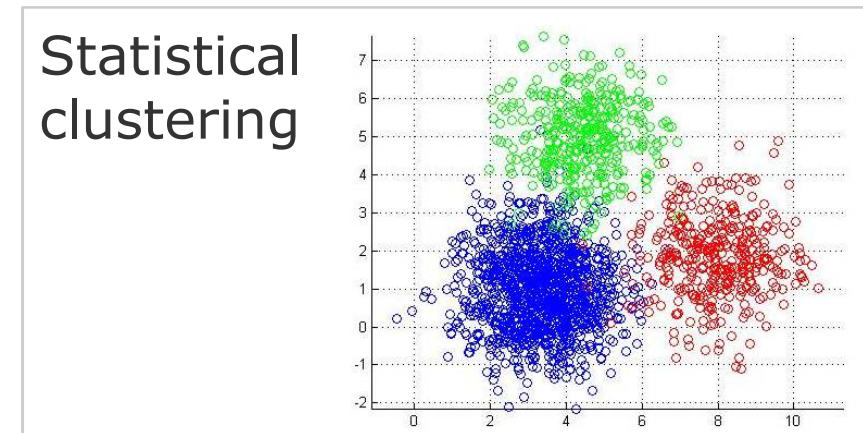
A Priori segmentation

- Needscope
- Demand Spaces 6W
- Conversion Model ...



Statistical Analysis

- Hierarchical
- K-Means
- Two Step
- CHAID/CRT
- Multi Domain Segmentation

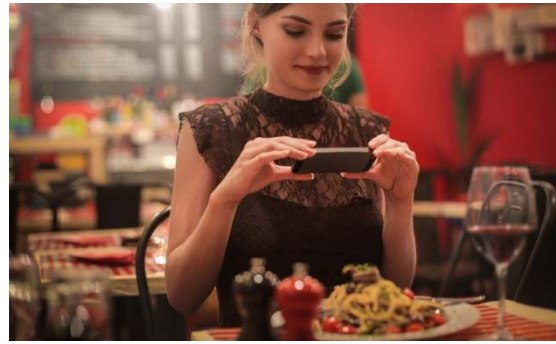


A peek into Segments..

Togetherness Occasions



Inspiring moments



Well being



Connoisseur



Contentment



Diurnal rituals

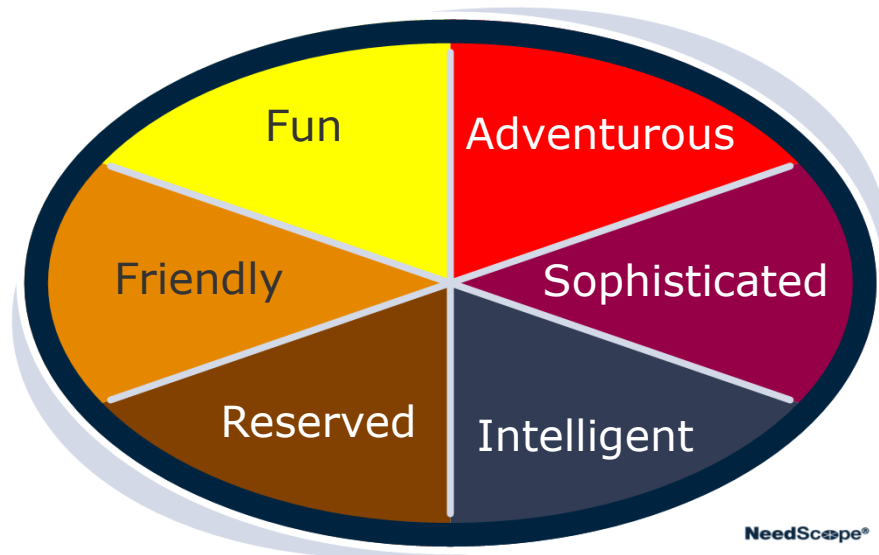


Sample. For presentational purpose only. Do not quote.

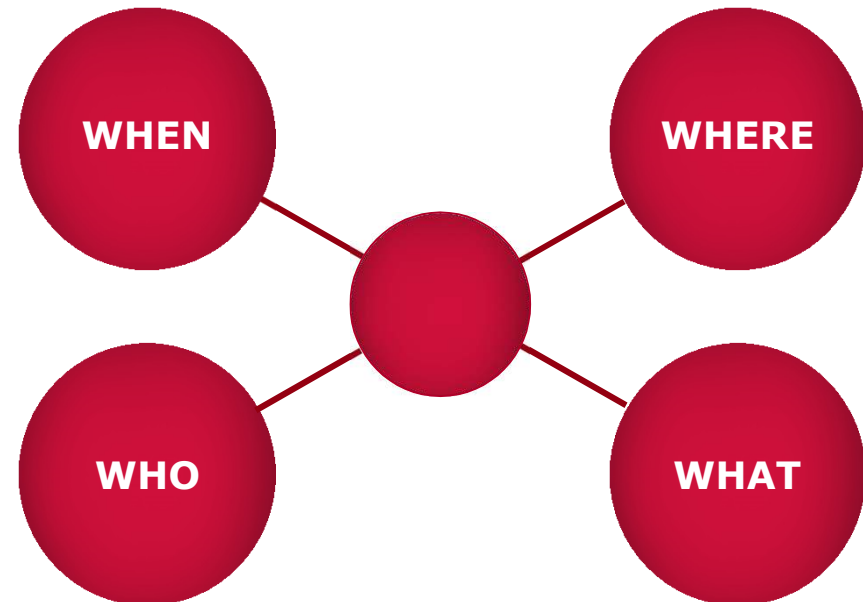
Segmentation

Building
blocks

Emotional attributes



Functional attributes



Sample. For presentational purpose only. Do not quote.

Converting Market Research Definitions to Digital definitions..

Togetherness Occasions

- With whom
- When
- Where
- With what
- >>> Derived happiness
- >> Emotional connect
- > Celebrations..

Inspiring moments

- Imaginations
- Wow moments
- Ingredients
- Trend perceptions

Well being

- Graceful ageing
- General wellbeing
- Detox
- Digestion
- Harmonious living..

Connoisseur

- Following
- Follow loyalty
- Ingredient knowledge
- Category knowledge
- Sourcing
- Language usage
- Quality knowledge
- Preparation...

Contentment

- Feeling content
- Introverted feeling..

Diurnal rituals

- Feel close to
- Deals, scarcity
- Built affinity ...

Sample. For presentational purpose only. Do not quote.

Togetherness Occasions

Where

Lat: 51.5074° N

Long: 0.1278° W

Cafe

When

17 September 2016



Text: Tweet

Life without friends – hell
#together #coffee

When

25 December 2015

Weather

-3 °C



Text: Tweet

Mom, love your baked pie with #coffee
URL: bit.ly/2fQFNxM



Text: Tweet

spaghetti + beans with redbull.. feel like a cool **spiderman**

Religion

Christian

Ancestry

French

Profession

Architect

Education

College degree

Relationship

Married

Location

Boston

Interpretational Mining

Research Mind set, Technology- an Enabler

Questionnaire, Existing research, Building block ideology
Secondary data- category, brands
Subject knowledge
Brand and category trends

Survey Vs Social:
Direct questioning vs Interpretational Extrapolation
Feedback looping : Internal + Surveys

Tools:
IBM SPSS Modeller
Alteryx
+ BI Tools

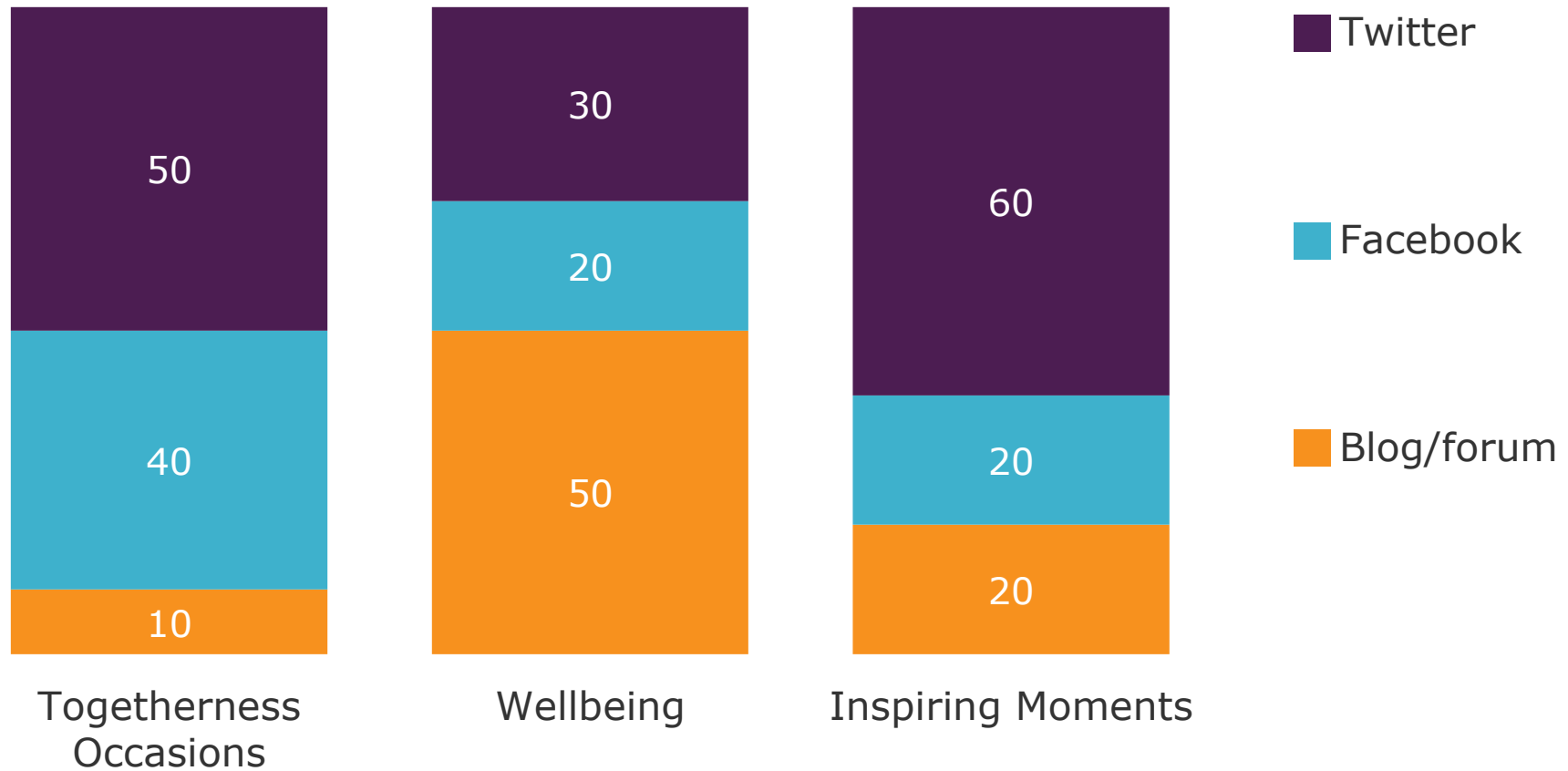
Data:
GNIP, APIs, Facebook Pylon, Scraped data, Google Search, Weather, Locational DB..

Analysis: Super Imposing Segmentations (done via Surveys) on Social data

Segments	Abs Conversation size	Social Media %	Survey %
Togetherness Occasions	35.9 M	36	33%
Inspiring Moments	18.2 M	18	16%
Wellbeing	26.3 M	26	25%
Diurnal Ritual	8.6 M	8%	6%
Contentment	1.08 M	1%	11%
Connoisseur	9.4	9%	7%

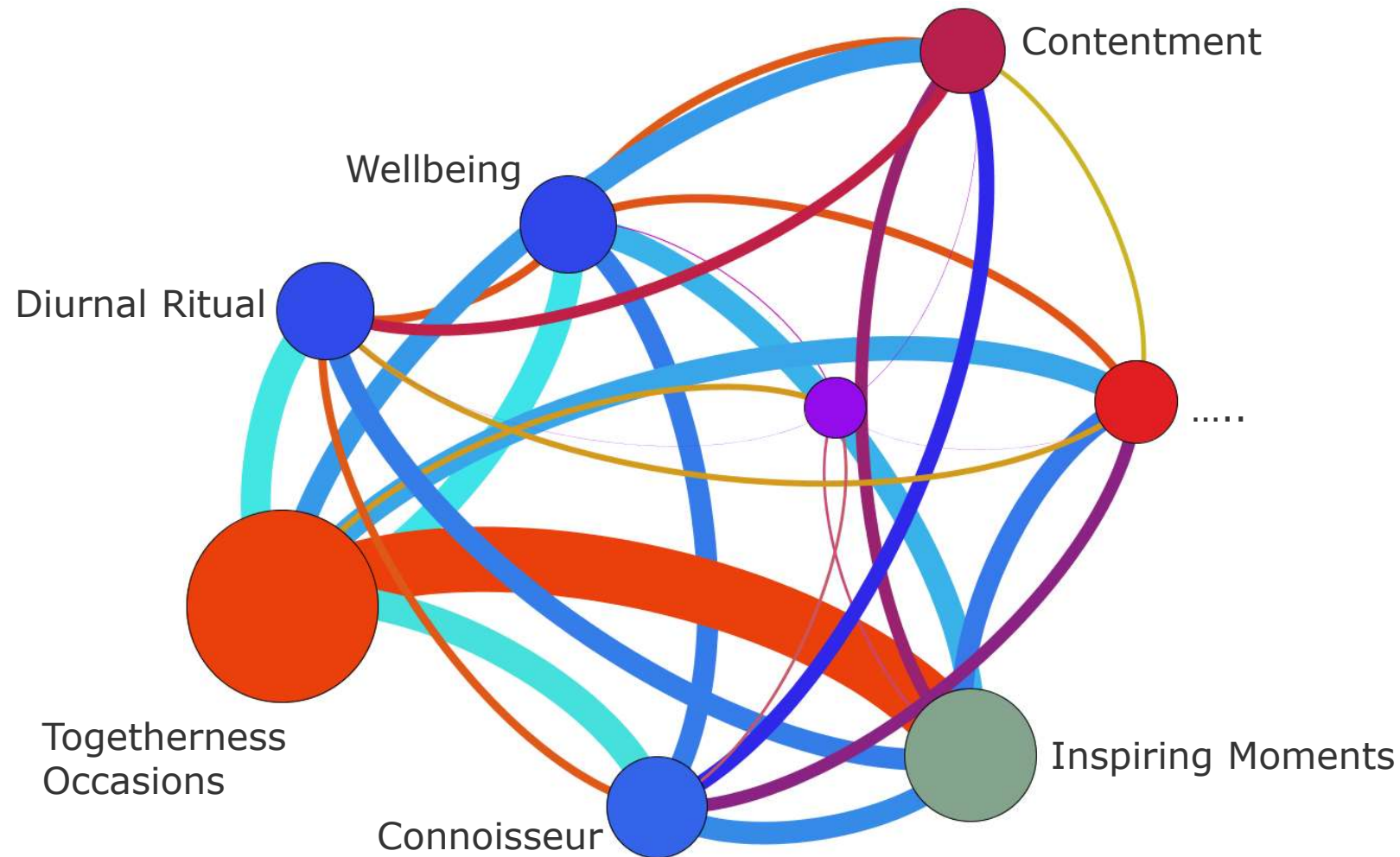
Sample. For presentational purpose only. Do not quote.

Analysis: Targeting (by platforms)



Sample. For presentational purpose only. Do not quote.

Analysis: Deciphering Inter-Relations between Triggers



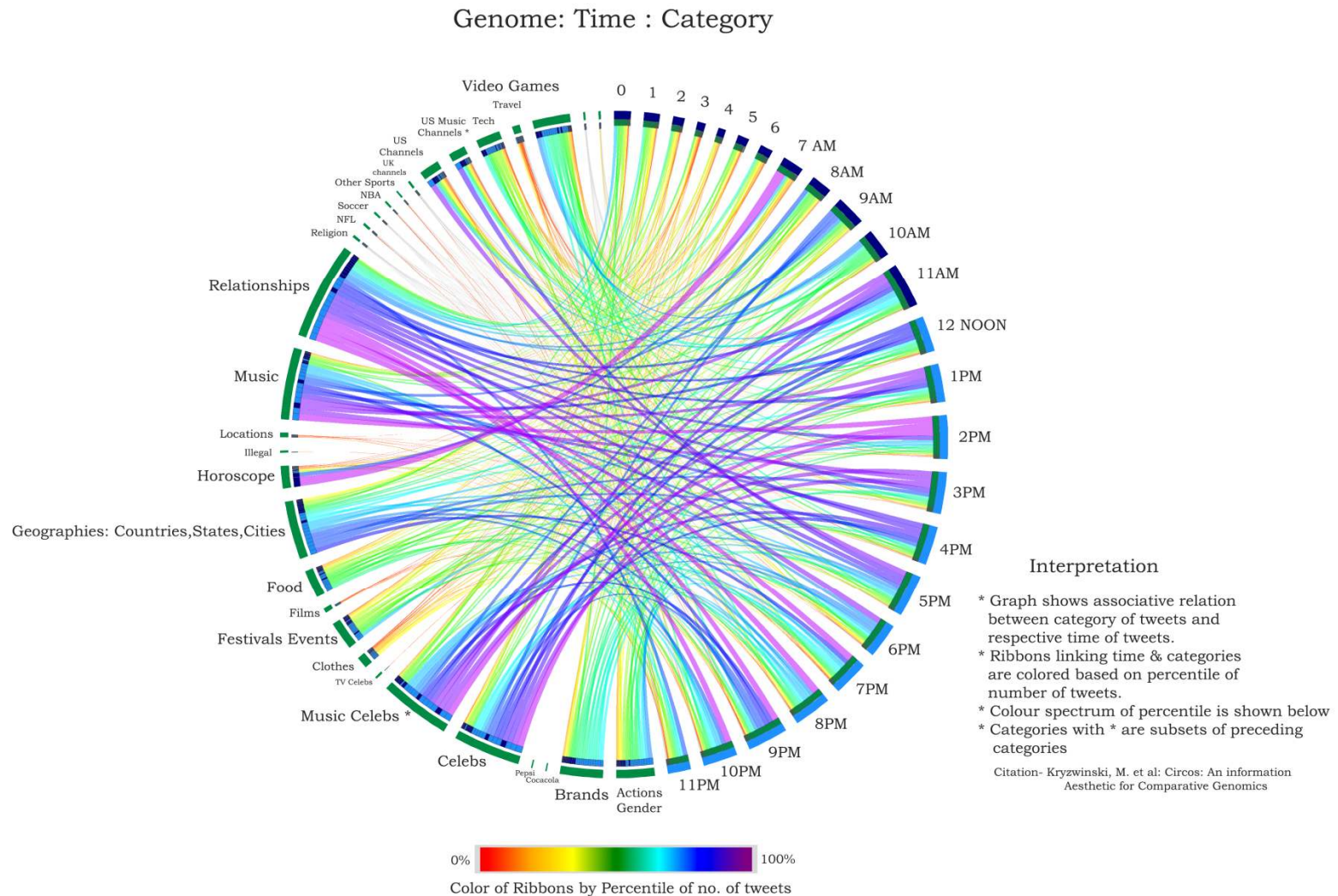
Sample graph. For presentational purpose only. Do not quote.

Analysis: Mapping Segments by Nano-triggers for Sales



Sample graph. For presentational purpose only. Do not quote.

Analysis: Moment Discoveries

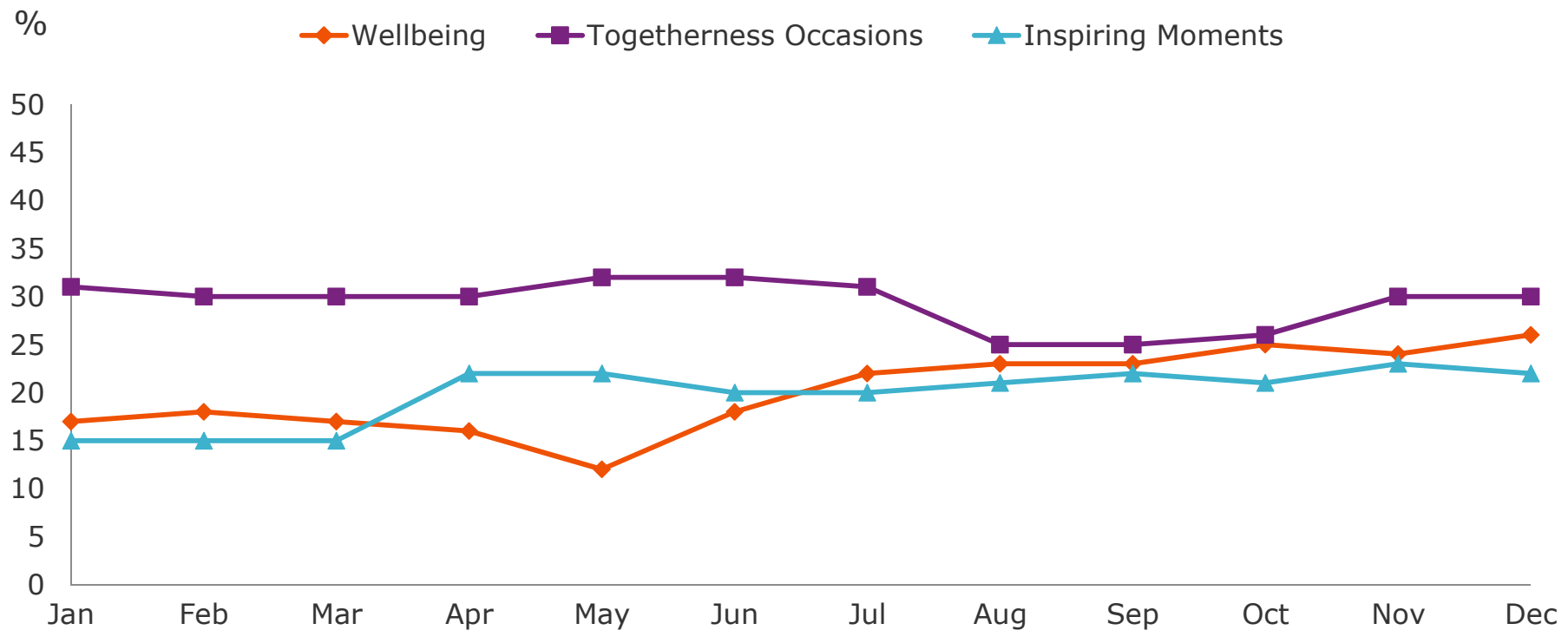


Sample graph. For presentational purpose only. Do not quote.

Application: Continuous Monitoring of evolutions



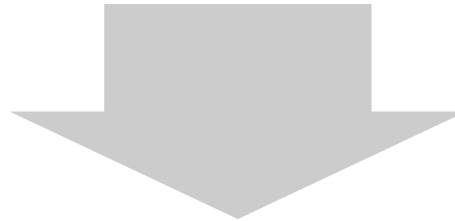
My brand's share of key attributes for the 'stimulation' segment



Uniqueness, Vibrancy and Coolness were segment characteristics of 'Stimulation' segment

Other European languages (Latin based):

Home Language (English)



Direct translations

Country specific adaptations

- Additions & Subtractions
- Contextual modifications
Linguists, Country Experts,
Sector experts

Indian Languages (WIP)

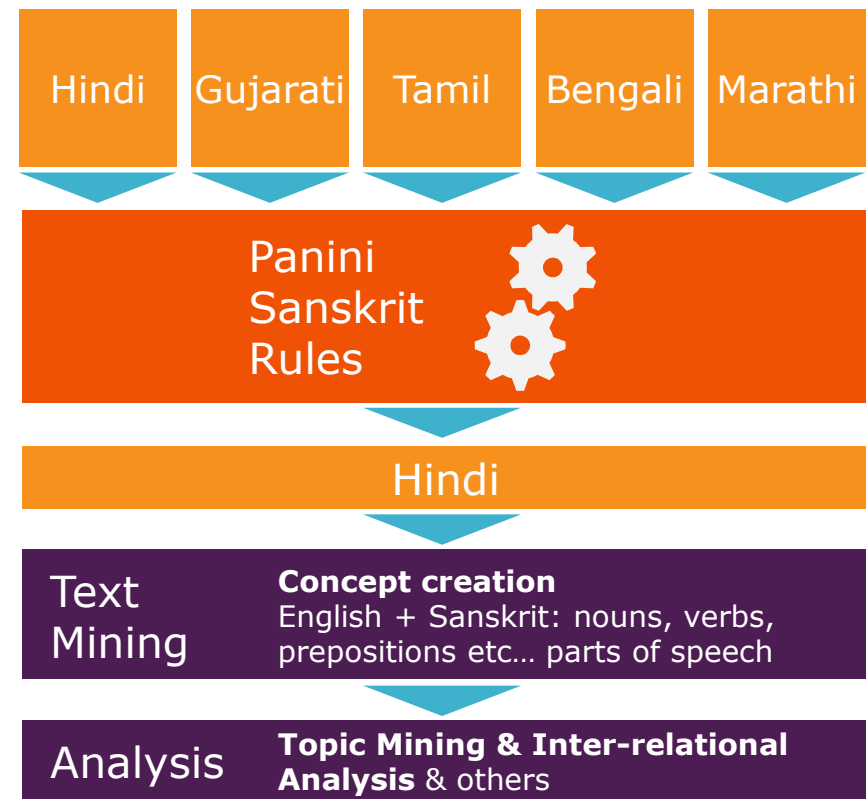
Ancient Scriptures mining

Transliterated Sanskrit: Topic Mining & Inter-relational Analysis



.pithivya labhe palane ca yavanty artha.uastraōi
pārva.acaryaib prasthapitani prayauas tani saūhitya^ekam
idam artha.uastraū kitam
tasya^ayaū prakaraōa.adhikaraōa.samuddeuap

Digital Conversations in Local Languages



Bored?
If not, you can ask a question?



PRERIIT SOUDA (@preriit2131)