

Digital Characters

Research Robots conducting mass ethnography for insight generation

KennisFest 2010

London ♦ Brighton ♦ Rotterdam ♦ Lausanne ♦ Hamburg ♦ New York ♦ Chicago ♦ Los Angeles ♦ Toronto ♦ Melbourne

A Leading International Online research agency



A window into the world you want to understand...

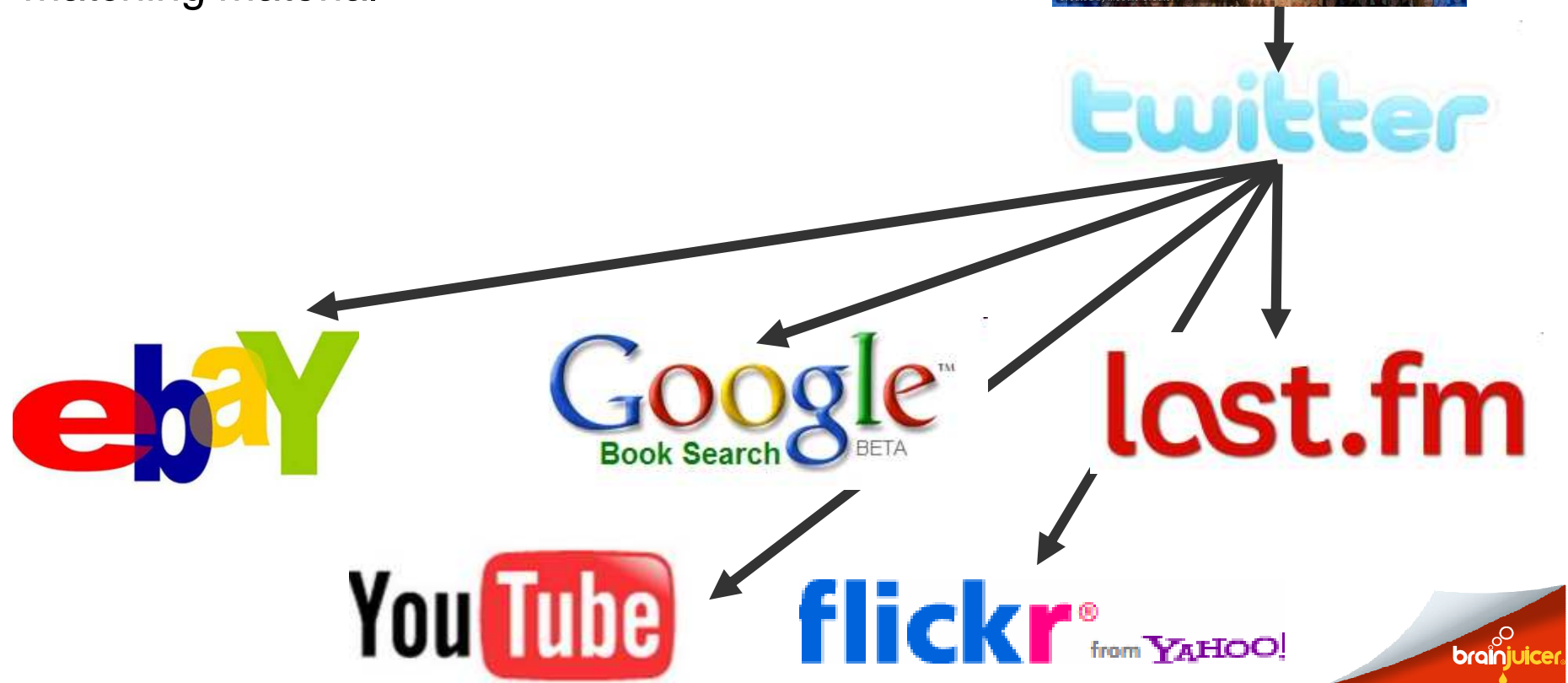
In very basic terms **Digital Characters** are robotic researchers programmed to represent a particular type of person, conducting automated mass web ethnography to build up a rich, detailed picture of their lives from which understanding, insights and new product ideas can be generated.



Turn on, tune it and squeeze the insights out.

How Digital Characters work

- ◆ Programmed with key words that represent their attitudes, opinions and lifestyle
- ◆ These key words search Twitter for matches
- ◆ Then combs the social media landscape for matching material



On Nicole's Twitter page we find re-tweets from people who talk like Nicole; providing understanding of what moves people in their daily life



Savage Tribes
Decorative
Aromatherapy
Candles



Have an account? [Sign in](#)

Give it a try >



Name Nicole

Location London

Web <http://www.midase...>

Bio Jewelry Designer living in Hammersmith

0 following 32 followers 3 listed

Tweets

Favorites

RSS feed of mic_dasein's tweets

Evil or ill? <http://post.ly/WfmZ>

3:12 PM Mar 30th via Posterous

WWE RAW 29/3/10 4/10 <http://post.ly/WfIy>

3:11 PM Mar 30th via Posterous

Savage Tribes Decorative Aromatherapy Candles

<http://post.ly/Wfdu>

2:53 PM Mar 30th via Posterous

late for Holloways Of Ludlow <http://post.ly/Wfhd>

2:52 PM Mar 30th via Posterous

USB complete <http://post.ly/WeWq>

12:31 PM Mar 30th via Posterous

At the Met <http://post.ly/WeUQ>

12:27 PM Mar 30th via Posterous

BLACK JASPER SQUARE DONUT FOCAL PENDANT BEADS

25MM (4) <http://post.ly/WeTS>

12:25 PM Mar 30th via Posterous

At the Met



At the Met

By NotoriousJEN

1 mention Retweet

late for Holloways Of Ludlow



late for Holloways Of Ludlow

By mic_dasein



BLACK JASPER SQUARE DONUT FOCAL
PENDANT BEADS 25MM (4)



BLACK JASPER SQUARE DONUT FOCAL PENDANT BEADS 25MM (4)

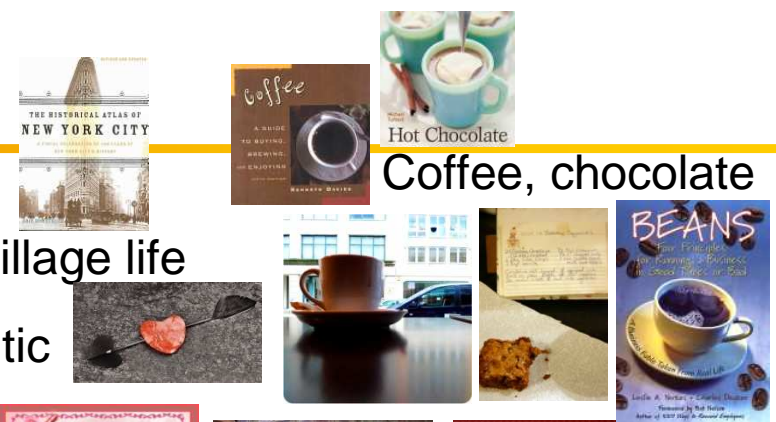
1 mention Retweet

Nicole's Lifeboard:

Cute, domestic



Coffee, chocolate



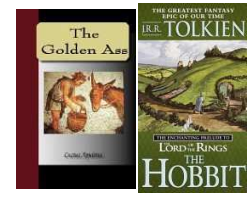
Village life



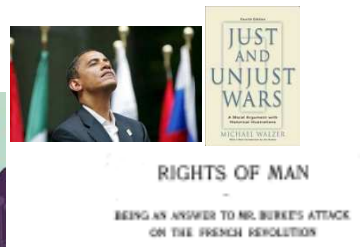
Sociable, romantic



Mythical, labyrinthine adventures

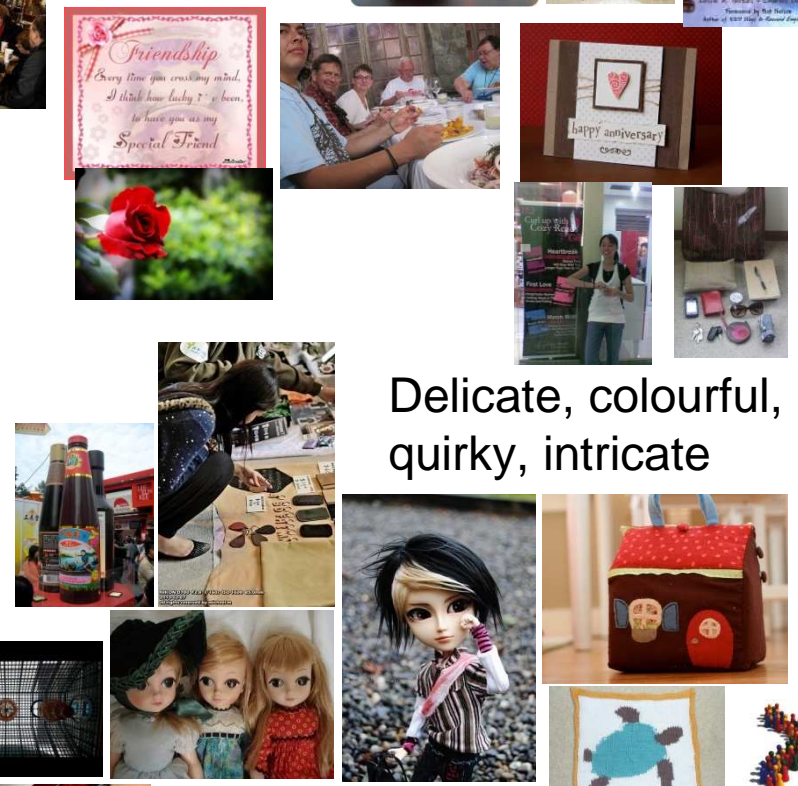


Social conscience



Nicole

Delicate, colourful, quirky, intricate



Edgy, Gothic, dark





Generating insights from the TV Digital Characters...

Digital Characters™
LifeBoard & Digital Character



Ideas tailor-made
for the Digital Character



Reverse engineer the
INSIGHT...



From Digital Character™
and the idea



Nicole



Nicole

Female

Age	38
Lives	London
Profession	Jewellery Designer
Lives	Hammersmith

Narrative

Nicole is fascinated by design, fashion and craft objects. She's genuine, sociable and has an infectious zest for life. She's a magpie – alive to the joy that little things can bring. She can often be found hanging out in the cooler parts of town – a source of inspiration for her. She loves the buzz of the big city but revels in the intimacy that the urban village provides. She is very popular but has a close circle of friends who admire her warmth, elegance and generosity.

Insight

“There are times in my life when I need to say sorry or cheer up a friend and or be coquettish or just plain silly. Wouldn't it be great to express my sentiments creatively in candy”.

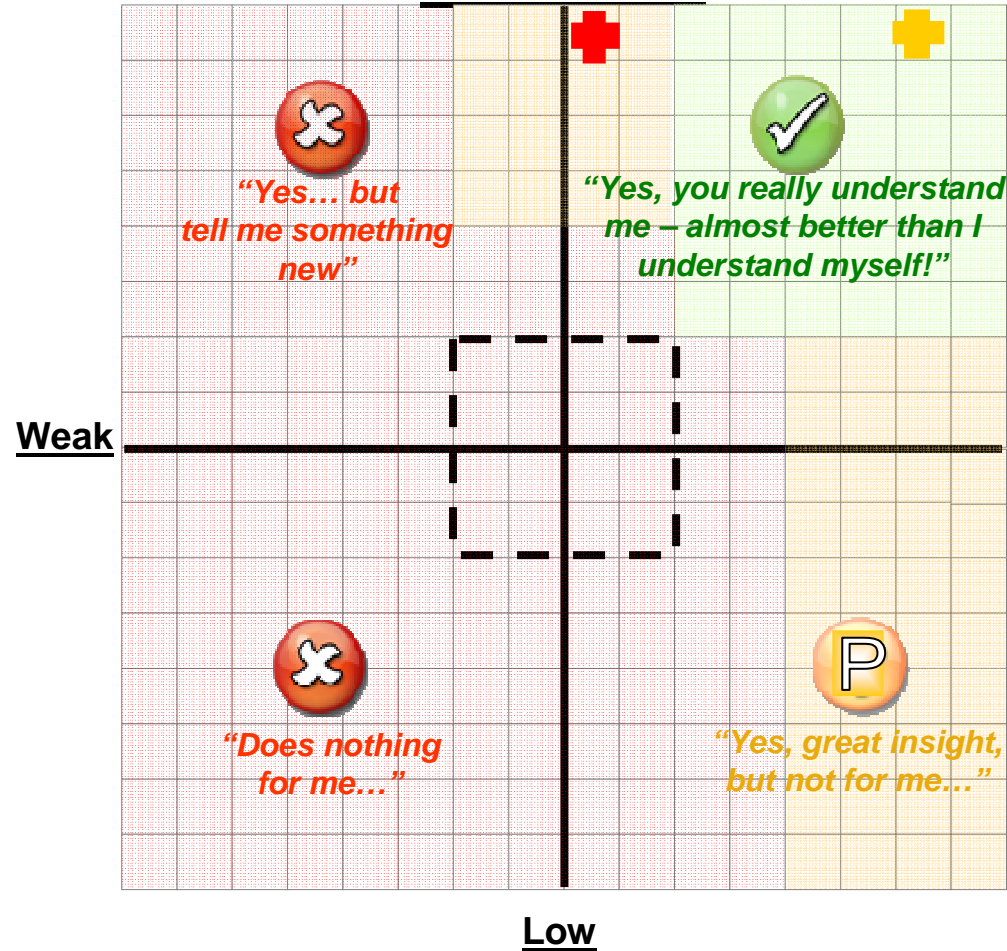
Theme *Creative Kitsch*

Idea to Illustrate

Cuties are large, wrapped, flat, sweets [Cute dog with curly coat and a bald patch saying "Bad hair day repair". Cute dog with eyes lowered looking sorry saying "Sorry, I'm a bad hound :-(" Cute dog with long lashes saying "Down boy!".

What makes a great insight?

Wow, you really understand me..
Resonance



Edge

...almost better than I understand myself

Applications...

- 🔥 **Segmentation/tgt Audience Enrichment & Understanding**
- 🔥 **Brand Persona Enrichment and Understanding**
- 🔥 **Trend Enriching / Tracking**
- 🔥 **Insight Generation**
- 🔥 **Insight Tracking**
- 🔥 **New Product Development**



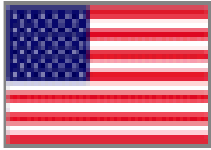
Philips Mobile Music Digital Characters



Introducing our 9 Digital Characters

19 years old

Peggy



Belonging /
inner child –
Little Red
Riding Hood

30 years old

Mark



Status driven,
outer directed;
Into appearances
– Gordon Gekko
Wannabe

44 years old

Richard



Unassuming
/ thoughtful –
Decent guy

Ingaborg



Challenging/
Rebellion;
Mature – Rebel
with a Cause

Matthias



Sociable, confident,
successful – work
hard, play soft

Julius



Doing the
right thing –
Active caring

Lara



Empowerment
– My Way

Pedro



Style, technology
facilitating quality
– the Real Deal

Miguel



Longing –
the simple
things in life
matter

Philips Net Promoter Digital Characters

Original Character Descriptions



Jennifer
Female

Age 40
Lives New Jersey
Profession Stay at home mum
Promoter of Avent

Core Characteristics

Nurture, look after, care, mum, kids, looking after, relax, slow down, stress, fast paced, babycare

Emotional States

Happy / positive / love / passion / passionate about / care
Expect / look for / important
Stress / frustrates / annoys / sad

Key Words

Children, friends, detox, slow down, me time, kids, coffee, gossip, convenient
Simple, convenient, clean, easy to use, save time, no effort, practical, seamless, natural, sensible
Non-stop, mess, complicated, conflict, hungry, rushed, last-minute, unhygienic, germs



Ross
Male

Age 40
Lives New York
Profession Architect
Promoter of Sonicare

Core Characteristics

Dad, son, look good, mature, healthy, marathon, shave, my appearance, new tech, latest tech, New York

Emotional States

Happy / positive / love / passion / passionate about
Expect / look for / important

Key Words

Good impression, clean shaven, white teeth, innovative, exercise, fit, running, kids, family, opinion, influence
Reliable, high quality, durable, long-lasting, intuitive, the best, Philips, strong brand

Avent – First Idea & Insights for Jennifer



Jennifer

Female

Age 40
Lives New York
Profession Stay at home mum
Promoter of Avent

Insight

“Mums and dads (and older brothers and sisters too!) need rest and recuperation from a hard day’s parenting, but nights are all too often interrupted by a screaming baby. Wouldn’t it be great if babies could be encouraged to continue resting and only scream down the house when they really need something!”

Theme *Peace & quiet for everyone. Her desire for harmony & peace (& more sleep); how she looks for innovative, efficient items to help her to manage whilst remaining a caring mother.*

Idea to Illustrate

When your baby is showing the first signs of waking in the night an automatic sensor detects the movements and gently vibrates the cot and plays soothing white noise to calm them again, reducing the number of times parents need to rise.

I wish my life could be calm and simple but in reality it is anything but! Being a full-time mom I have huge responsibilities towards my family, and this can leave me feeling quite pressured. I love my family and wouldn’t change them for anything, but I do seem to spend a lot of time fighting for peace! With so many demands placed upon me it is essential to work efficiently if I’m to have any time to myself where I can relax. When I do find this time I like to experience nature, enjoy my relationships or do Pilates. Being a loving mom and a caring wife, relationships are as important and natural to me as breathing. I pride myself on being a great mother and I put a lot of thought into what I buy (or make) for my kids, the sentimentality of the items can be as important as the function.

Here is a guided tour of my baby’s nursery:

<http://www.youtube.com/watch?v=hkphZ6Xhon4&feature>

Philips TV Segmentation Digital Characters

Meet Ted the Tech Confident



Ted

Age 32
Loves Photography
Profession Civil Engineer



Home: Stahlheimer str, Berlin

Core Characteristics

Distinctive, Advanced, Discerning, Leader, Sophisticated

Emotional States and related keywords

Confident: knowledgeable expert ambitious respected
Demanding: Premium impact superb specialist
Disappointed: mediocre basic below-par
Impressed: efficient futuristic seamless tailored



Tech Confident Lifeboard



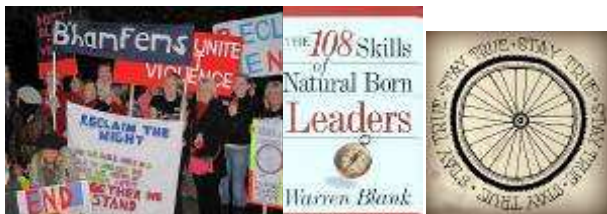
Needs to be well informed by trusted sources of info...



Values Intelligence



Strives to be and have the best



...to form his own strong opinions



Passionately unique



Values aesthetics



Performance Means



creative control.



style.



connectivity.



technical superiority.



Ted – Pen Portrait



Name:	Ted
Age:	32
Segment:	Tech Confident
Colour:	Green
Avg value:	€1,087
Value share:	9%

