

Mobile Ethnography

*making online qualitative research work
for a 360° view of consumers*

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The life of the modern consumer is complex and cannot be fully understood through traditional market research.

Limitations of traditional qualitative research:



slow



expensive



deep



shallow



fast



cheap

**There is an unmet need
for a systematic,
process-oriented
online approach.**

70%
still spent on
focus groups



“

What I am looking for is more, better, quicker, and cheaper.

— SENIOR LEADERSHIP TEAM MEMBER, MARS, INC.

“

Over the next two years, we will shift significantly more of our insight spending to digital platforms, significantly reducing the time to complete research and the cost of doing research compared to traditional methodologies.

— CHARLES VILA, GLOBAL VP, CAMPBELL SOUP COMPANY

**Beacon Insight Mobile
Ethnography is a new way to
think about qualitative and
ethnographic research.**

Our on-line approach enables extensive conversations with consumers about products, services, & experiences outside a sterile focus group environment.

**We combine years of
interviewing experience with
a deep understanding of the
science behind how people
think and feel.**

Meeting Consumers

where they are, who they are — based on a thorough understanding of the human mind



context



cognition



feeling



behavior

We connect behavior with personal beliefs and values and create a powerful story expressed in consumers' own words, images, and video.

Select Clients



Time Inc.



What makes us different?

- *Consumer interactions in a natural environment over 3-5 days – whenever and wherever it is relevant*
- *Consumers generated images and video that tell their story in their own personal way*
- *Highly interactive, asynchronous guided interview to gain a deep understanding of behavior and context*
- *Leverages extensive interviewing experience and thorough training in principles of neuroscience and behavioral science*
- *Better information, deeper insight, faster turnaround and far less expensive than traditional ethnography or IDIs*

A background image showing a woman with long dark hair sitting on a couch, smiling at a young girl with blonde hair who is looking at a tablet. A young boy with dark hair is jumping in the air in the background. The image is dimmed to allow text to be overlaid.

By meeting consumers on their turf,
we can gain incredible insights into
the “why” behind big data trends.

Faster. Cheaper. More accurate.