

Case Study

Segmenting the Digital Household

The Business Challenge

A Top Consulting firm wanted to create a truly original segmentation of households based on how they make decisions about digital entertainment products & services.

Methodology

GfK Technology suggested a two-stage approach - an ethnographic stage* (to identify household dynamics, patterns of use and combine these in hypothetical segments) followed by quantitative research in the US, UK, Germany, France, China, Japan and Korea to validate these segments. (*The ethnographic stage used techniques including home visit and observation, diary with photos, Video and video log and mapping with a variety of household life-stage types).

Action from the Research

The company is using the research to help service providers, as well as consumer electronic companies, create and effectively market the right products and services to consumers globally. The outputs included a segmentation framework that can be applied to specific brands, product and service positioning to guide recommendations for future NPD programmes.

