

The Digital ZOO

Feb 2006

Marketers are constantly seeking ways to get closer with their chosen audience; here in lies the real power of digital communications. When integrated well with offline communications, Digital platforms can effectively unleash a brand from the confines of its current existence and provide richer brand experiences. Brands experienced through digital media are fresh, responsive and adaptive; they provide channels for customers to Interact, express themselves, create their own content and share brand enthusiasm with others.

Leveraging Digital communications to maximum effect however requires a deeper understanding of the rules of engagement. For each of the different digital communication tools (i.e. websites and email marketing, Banner ads, search and sponsored links, online retail, viral marketing and mobile) we need to understand qualitatively what is working to engage attention, motivate action and build loyalty over time.

The Digital ZOO report moves beyond quantitative measurement tools to deliver ‘consumer centric insights’ based on a combination of both ‘real environment’ observations and group discussions focusing primarily on people’s behaviour online - the sorts of communications they tune into and why. 70 people (at the digitally astute end of the spectrum) were interviewed with a robust spread of backgrounds and life stages to ensure we also identified variations in executional style, tone and content needed to appeal to different audiences.

Contents Of The Report

1. The impact of Digital; on people’s media behaviour, their expectations of brands and their accompanying communications.
2. The rules of engagement; looking across the different digital marketing tools (i.e. websites and email marketing, Banner ads, search and sponsored links, online retail, viral marketing and mobile). What works and why with case examples.
3. A segmentation of different key life stages/ areas of life focus; their differing relationships with Digital and the needs each looks to satisfy through the digital experience. Implications for executional style, tone and content.
4. New emerging technologies and what’s shaping up-take.

Report cost: \$3000 +GST

- Includes a hard and soft copy of the full report (92 page) with examples across the various digital marketing tools) of brand communications that have had extraordinary success.

If you have further questions please contact Tina at Tina@bloodhound.co.nz or call 09 636 1062.

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