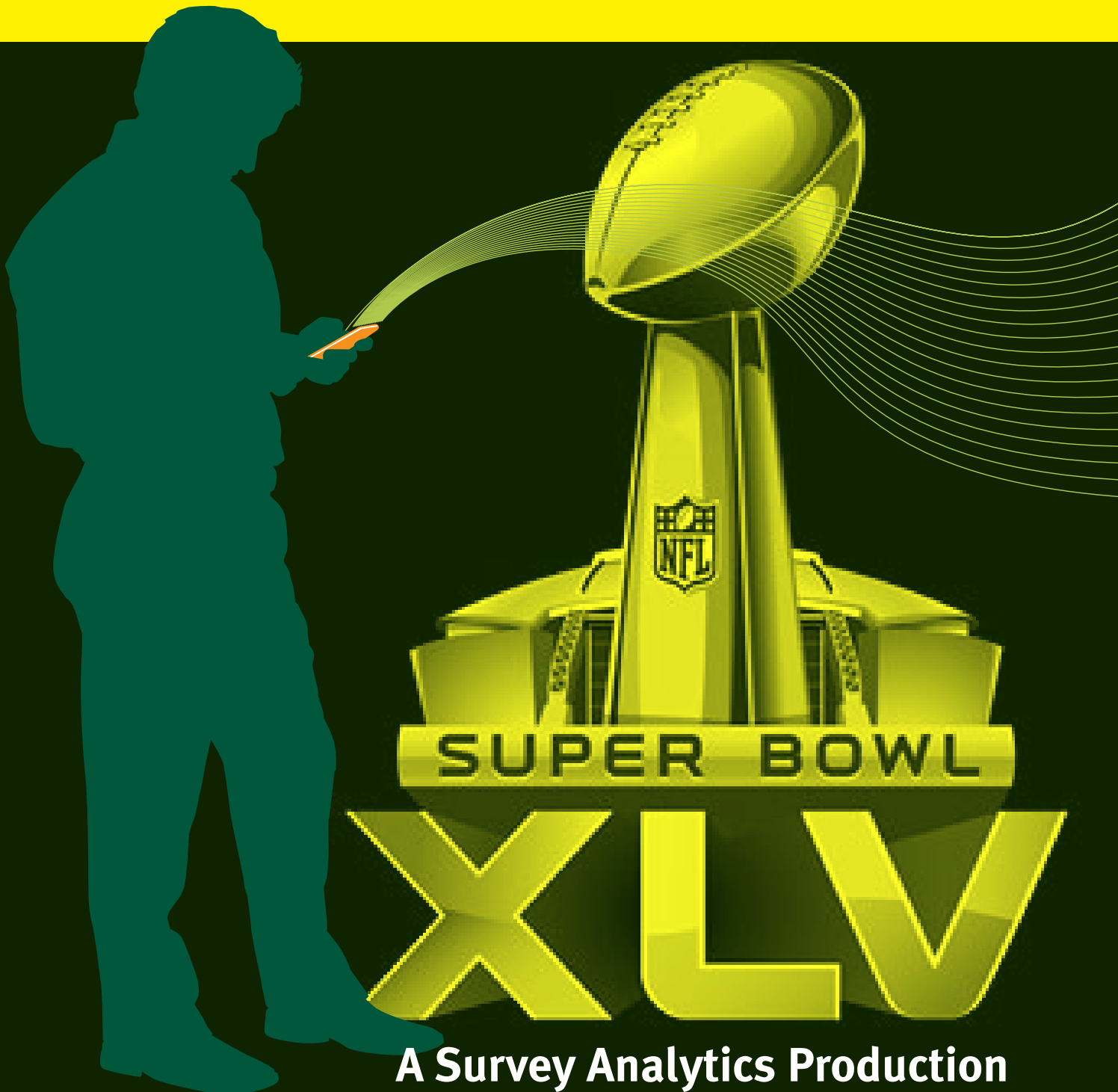


MOBILE ETHNOGRAPHY

SUPERBOWL 2011 CASE STUDY



A Survey Analytics Production

SurveySwipe - Mobile Ethnography

Super Bowl XLV Mobile Ethnography White Paper

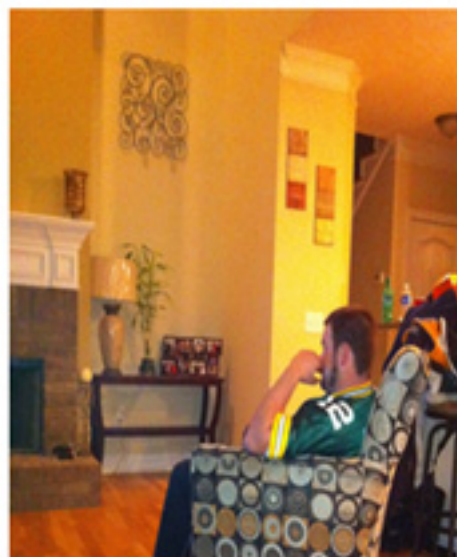
By Kristin Schwitzer, David Bauer, Vivek Bhaskaran & Leonard Murphy

Our methodology:

Three days before this year's Super Bowl game, 4 leading market research firms (Survey Analytics, BrandScan 360, Beacon Research, and Hemispheres Research) quickly joined forces to create a large scale mobile ethnography of this major social event. Immediately following the half-time break, the 1,200 iPhone owners in the Survey Analytics SurveySwipe consumer mobile panel received a notification with a link to participate in our Super Bowl study and 20% accepted. The short survey included both closed- and open-ended questions, as well as two questions that asked participants to take and submit pictures.

Key Findings:

Mobile is a fast and efficient way to experience consumers' lives as they happen. Without leaving our laptops, we were able to participate in hundreds of Super Bowl moments: from friends gathering in a restaurant to fans concentrating on the game.



Two thirds of our participants wanted Green Bay to win.



SurveySwipe - Mobile Ethnography

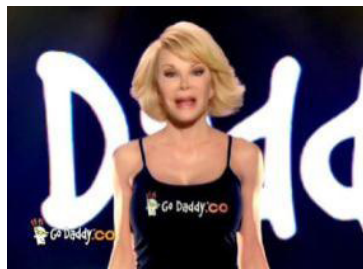
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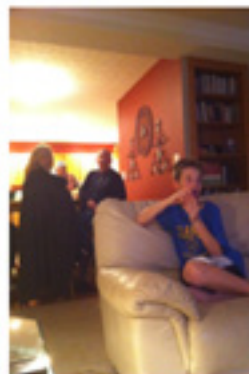
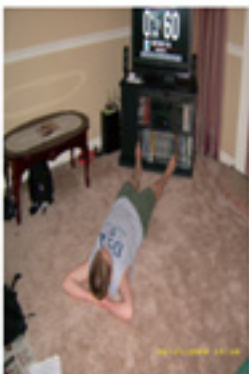
The favorite ads were for Doritos, with Budweiser and Volkswagen close behind.



The GoDaddy.com ad, with a 77-year-old Joan Rivers as the new GoDaddy girl, was the least favorite.



More people enjoyed relaxing at home by themselves or with family, rather than going to a restaurant or pub. Families and friends used the time to be together and enjoy each other's company. Even with friends over, people kept the atmosphere easy and hassle-free.

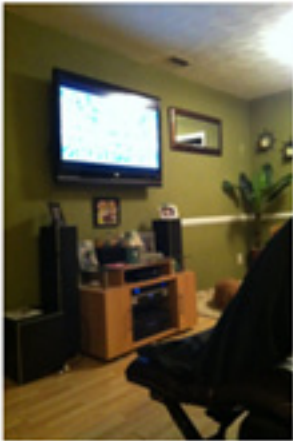


SurveySwipe - Mobile Ethnography

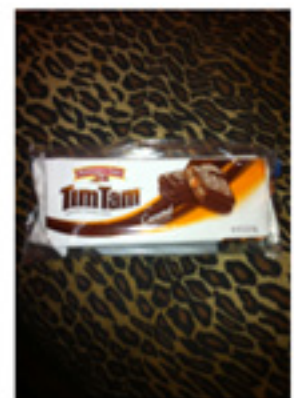
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While flat-screen TVs are common, they aren't always room size. Advertisers may connect better with their audiences if they portray more realistic homes rather than those with 50"+ sets. The living room is the most common location for watching the game, but there can be other more comfortable places!



When it came to foods and beverages, convenience was key. Ready-to-eat foods and salty snacks were more common than those made from scratch. Packaged goods were sometimes eaten directly out of the container.

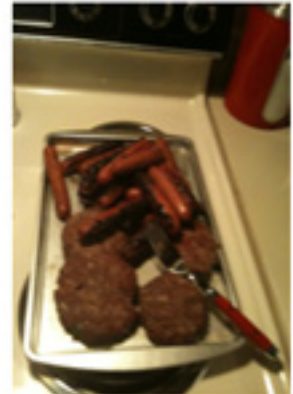


SurveySwipe - Mobile Ethnography

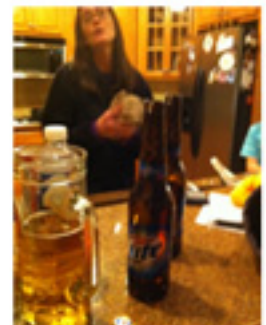
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People proudly indulged in traditional comfort food. Most preferred to keep homemade food simple and familiar rather than to experiment with new food items and recipes. It's a day of no guilt and worries about what's healthy or in trend.



Concerns about what's healthy were also thrown out the door when it came to drinks. Bottled sodas and soft drinks were favorites and as prevalent as beer.

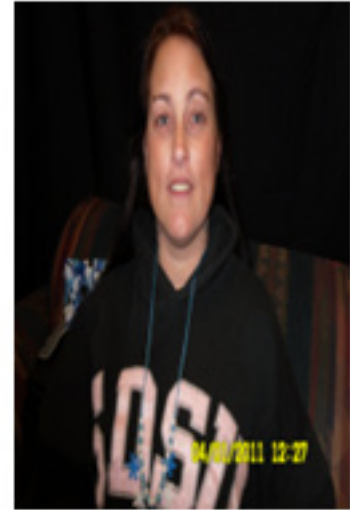
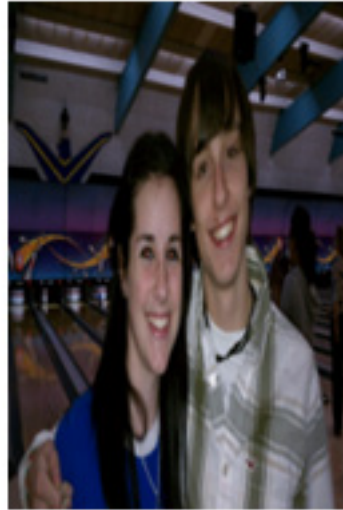
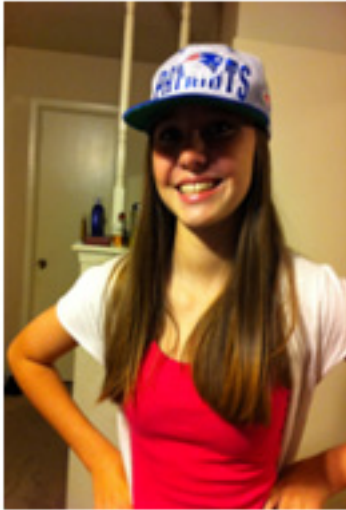


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Mobile research is a promising trend to gain an immediate feel for people's experiences and behaviors. It's a compelling way to see into people's lives on a large scale and in a cost-effective manner. Until then, start imagining how mobile ethnography could help your brand and/or client. What consumer moments would you love to experience by using mobile ethnography research?



About the authors:



Kristin Schwitzer is the founder and President of Beacon Research, an innovative qualitative research consulting firm that specializes in current and emerging New Qual methods and hybrid designs in the U.S. and abroad. Founded in 2000 by Kristin, Beacon Research has a decade of experience in online and cutting edge qualitative research methods. Her work has resulted in award winning websites for P&G and AARP, along with a breakthrough teen targeted multi-media campaign for the Ad Council, and numerous new products, new packages and consumer insights for many leading brands. Prior to launching her firm, Kristin worked both client-side in brand management at P&G and agency-side in strategic planning and market research. She is a past Vice President of QRCA (the Qualitative Research Consultants Association) and the founder and Co-Chair of QRCA's Online Special Interest Group. She is considered by her peers as a pioneer and expert in online qualitative, with one dubbing her the "Queen of Cool Research." Kristin is also Editor in Chief of Greenbook's NewQual blog, which launches in March 2011. She can be reached at kristin@beacon-research.com.



Kristin Schwitzer
Founder and President
Beacon Research



David Bauer is an expert at using research to inform marketing and brand strategy, communications, design, and concept development. He believes some insights can only be uncovered by spending time with people in their natural habitats, but that focus groups, interviews and surveys are still important for discussing conceptual ideas and perceptions. He is also adept at using the latest online and mobile tools for innovation in ethnographic, social, and other forms of research. David founded Hemispheres in 2003 after holding research and strategy positions at Q2 Brand Intelligence, Publicis, Tattoo brand strategy, and Morla Design. David earned a BA in writing and marketing from Santa Clara University. He is a member of the research associations QRCA and ESOMAR. As an Eagle Scout, he developed a love of nature and still enjoys hiking, biking, running, and other outdoor adventures. He can be reached at dbauer@hshrsh.com.



David Bauer
Founder and President
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Vivek Bhaskaran is the founding member and CEO of Survey Analytics, one of the industry's leading providers of web-based research technologies. As Chief Executive Officer, he plays a key role in defining the company strategy and using technology and innovation continuously to maintain its leadership in the industry. He has played a pivotal role in the Survey Analytics journey. In 2008, Survey Analytics made Inc. magazine's list of the fastest-growing private companies, ranking 172nd overall and 25th among business-service providers. Puget Sound Business Journal recognized Survey Analytics as one of the 100 fastest-growing private companies in Washington State.



Vivek Bhaskaran
Founder and CEO
SurveySwipe



Leonard Murphy is a seasoned and respected industry leader with an entrepreneurial drive. He has been called a visionary and is renowned as an innovator. He has successfully established several companies in the MR space including Rockhopper Research, a leading full service global research firm and MDM Associates, before founding his current companies: BrandScan 360 and his consulting practice LMC group. Mr. Murphy is a key consultant and adviser to numerous market research agencies, and works across the industry to drive the development of innovative research practices by developing strategic alliances with multiple "best in class" providers. He serves on the Boards of several industry organizations and conferences, and is a prolific social networker. Rounding out his busy professional life, he is the Editor in Chief of the GreenBook Blog. Lenny can be reached at lmurphy@brandscan360.com.



Leonard Murphy
Founder and President
BrandScan 360

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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