

Echo provides rich ethnographic insights for:

- ✓ Content producers
- ✓ Advertising sales teams
- ✓ Marketers & brand strategists

Latitude°

Audience. It's a useful construct for a variety of reasons, but let's face it: it's an abstraction. Whether you produce programs or films, ads, branded content, promos, or trailers, you're doing it for the benefit of people – and people are complex and not easily reducible to numbers. If you want to create something that truly resonates with them, it's essential to understand them deeply – their values, emotional triggers, aspirations, frustrations, unmet needs, and, ultimately, where your content fits into their lives.

Echo: Ethnography through Video

PROVIDING THE **DEPTH** OF QUALITATIVE AND THE **BREADTH** OF QUANTITATIVE TO DELIVER:

- ✓ FOUNDATIONAL KNOWLEDGE
- ✓ SCALED IDEA GENERATION
- ✓ CONTENT REFINEMENT
- ✓ ENHANCED POSITIONING
- ✓ IMPROVED COMMUNICATIONS

To discover these things, companies generally have two options: large-scale surveys, (faceless numbers) or small, in-person ethnographic sessions (numberless faces). Both have their merits, but also come with real tradeoffs: large scale and projectable vs. small scale and directional; depth vs. breadth; cost-efficient vs. cost-intensive. With Latitude's Echo offering, there's now an opportunity to profile audiences online at quantitative scale, with a depth and granularity of insight comparable to in-person ethnographic methods.

Echo is an interactive, video-driven approach to understanding the people for whom you're creating: who they are in a broader life context, how they relate to your content, technology, or brand, and what you can do to improve their experiences with it. Echo enables you to see and know the people on the receiving end of your work in a representative fashion—providing the nuanced “why” of qualitative with the projectable nature of online quantitative.

What Exactly Does Echo Provide?

Echo can tell you not only how people react to your content but, more importantly, how your offerings currently fit – and should fit – into their different life contexts. Whether during the production process, in season (or mid-campaign), or as a means of tracking changes in your audience over time, Echo provides insight around the following dimensions



DEEP PROFILES

Rich background on key audiences and users:

- demographics
- need states
- values
- decision-making processes



CONTENT RELATIONSHIPS

Deep understanding of how your offerings fit into people's lives:

- new ideas
- platform/device usage
- genres accessed
- content preferences
- unmet needs



DISTILLATION INTO MESSAGING OPPORTUNITIES

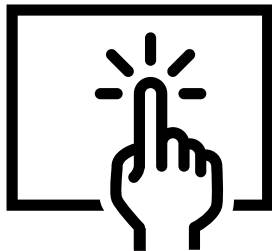
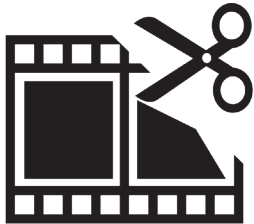
Insights that help producers and advertisers get the word out most effectively:

- channels
- KSPs/messaging
- creative approaches



How Does Echo Work?

"SEED" INTERVIEWS & CONTENT CREATION



LARGE-SCALE EXPLORATION



STEP 1: RECRUIT TARGET AUDIENCE

Collect a variety of materials showcasing your content, which will be used as stimuli for people to describe their own relationships with and feelings about your offerings.

Or

Recruit a targeted group of people fitting your key profiles, who will be asked to submit videos about their mindsets, routines and decision-making processes, generally and in specific relation to your (and competitors') offerings.

(As an alternative to soliciting user-generated video, we offer professionally filmed and moderated interviews at an additional cost. Please inquire for examples and pricing.)

STEP 2: COMPILE FILM REEL

We compile a film reel containing select content submitted by participants, and/or footage of your content (e.g., clips from series or movies, games, device videos, interface tours, etc.) which will serve as a launching point for people to articulate their own experiences, thought processes, needs, and more.

STEP 3: GATHER SCALED FEEDBACK

Next, we recruit a much larger group of people to view the video reel online in Lumière, our video evaluation application. During this phase viewers interact with the film reel – whether they're reacting to other people, to your offerings, or to both – in a variety of ways, including open-ended narrative submissions, responses to structured questions (e.g., the degree to which a displayed behavior reflects their own habits), and ratings (e.g., of the severity or personal applicability of a problem described).

STEP 4: PRODUCE MEDIA-RICH AUDIENCE PROFILE

For the study output, we provide a media-rich playbook containing the following key features:

- Vivid profiles of audiences, their needs and frustrations, aspirations, values, and behaviors, using both quantitative (ratings, question response) and qualitative (narrative) data
- "Whitespace opportunities" for developing new and uniquely valuable content
- Meaningful enhancements to increase engagement with your current offerings



About Lumière®, the technology behind Echo

Lumière® is a cloud application designed to gather rich feedback on video content of all kinds through interactive screenings, and to analyze that feedback simply and powerfully through dynamic data visualizations.



WHY USE LUMIÈRE® FOR ETHNOGRAPHY?

In addition to testing the content of a video (program, movie, or ad, for instance), Lumière provides a powerful way to gather feedback on a variety of “real-world” things – people, places, experiences – that can be captured and displayed through video.

Through a mix of qualitative and quantitative inputs, including moment-by-moment (dial-type) ratings, comments, structured questions, and behavioral observation, Lumière® offers an opportunity to deeply profile your audiences and users in a manner that’s non-intrusive, free from the social pressures of in-person groups, and most importantly, that provides a real depth of insight, with unparalleled efficiency.

LEARN MORE

To learn more about Latitude’s Lumière® application and how it can be used, head over to <http://lumiere.is>



About Latitude

We use video to do innovative research that helps our clients create inspiring content and technology. And we do it with our interactive software platform, [Lumière](#). Our research and consulting group takes data and information of all kinds and transforms it into visually-rich insights for:

- digital content creators
- film & television producers
- game developers & designers
- technology developers
- transmedia storytellers

Select clients include A&E Networks, Discovery Communications, Disney-ABC Television Group, NBC Universal, Scripps, Viacom and [more](#).

If you're looking for opportunities to deepen receptivity to – and engagement with – your content, members of your audience can be an incredible resource. We'd love to speak with you and tell you how.

For more information on Echo, including sample data and methodological details, please contact us.

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