



# From online to Web 2.0 in 6 minutes, 40 seconds

Pecha Kucha for MRS Web 2.0  
Conference





**Quick  
Turnaround!**

**...and  
Cheaper!**



**BUT...**

**am I really  
speaking to a  
45 year old  
woman...and  
are they  
answering  
these  
questions  
accurately?**

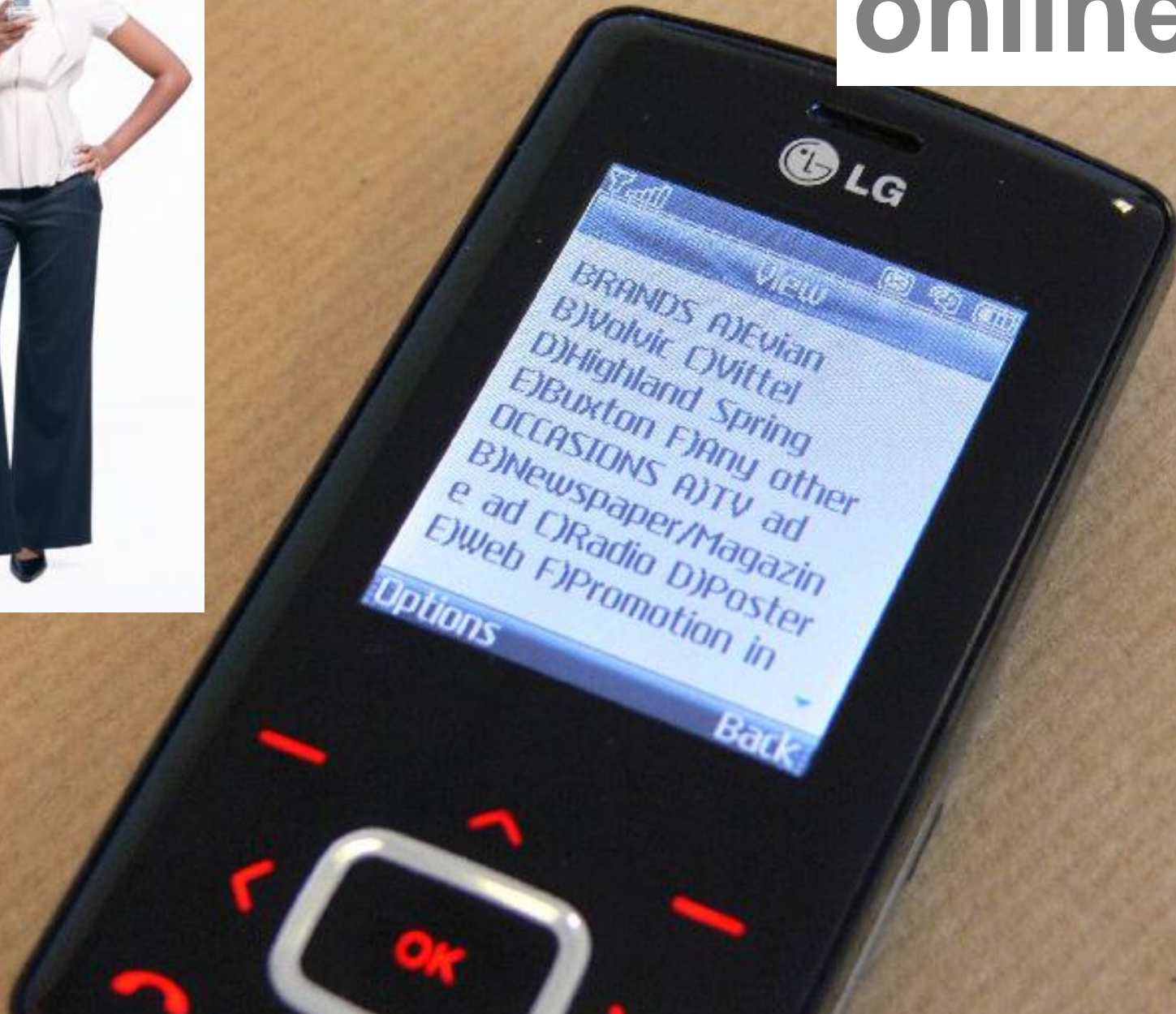




**The world of flash!**



# More than online



VIEW

BRANDS A)Evian  
B)Volvic C)Vittel  
D)Highland Spring  
E)Buxton F)Any other

OCCASIONS A)TV ad  
B)Newspaper/Magazin  
e ad C)Radio D)Poster  
E)Web F)Promotion in

Options Back

# Linking technology



Below you'll find your own personal record of the texts you've sent us. Some people will have sent pictures too, but please ignore this column if you haven't. As you go through this section of the survey we hope the diary will act as a prompt to your memory and help us gain a richer understanding of your own experience.

### my SMS diary

Date/Time	Brand	Brand (other)	Occasion	Occasion (other)	Feeling	Picture (img)	
Monday 07-08-2006 22:53	Evan	Evan	Me purchasing		quite positive		Browse... 0372
Tuesday 08-08-2006 14:10	Vital	Vital	Seeing in store		Neutral		Browse... 0374
Tuesday 08-08-2006 14:11	Vital	Vitalic Touch of	Me purchasing		Neutral		Browse... 0798
Saturday 12-08-2006 13:05	Highland Spring	Highland Spring	Conversation		Neutral		Browse... 0900
Saturday 12-08-2006 18:37	Other	Shops own plain	Other using		Neutral		Browse... 0901
Thursday 10-08-2006 18:34	Burton Water	Burton still	Other using		Neutral		Browse...

**MY SMS DIARY**

**Add and amend data**

**Upload pictures into diary**

**Add comments**



**Fits into  
people's lives**

# Deeper insight

*“I bumped into a friend who didn't know I had recently had a miscarriage and has just announced she is pregnant, I have been struggling to cope with these sorts of things but today I felt different like I had turned a corner.”*

# Real moments, real lives



March 22<sup>nd</sup>, 2007, 08:55  
Lynx, Poster,  
Fairly negative

*“No one wants to think about 70’s porn on their way to work in the morning.”*



Same participant



March 22<sup>nd</sup>, 2007, 14:22  
Lynx, Poster,  
Neutral

“On way back from lunch with a few mates.  
*Poster was less unappealing.*”



# Consumer generated media

1 update this week.

See All

Danielle is feeling very Bow Chica Bow  
Wow!!!

Updated 17 hours ago

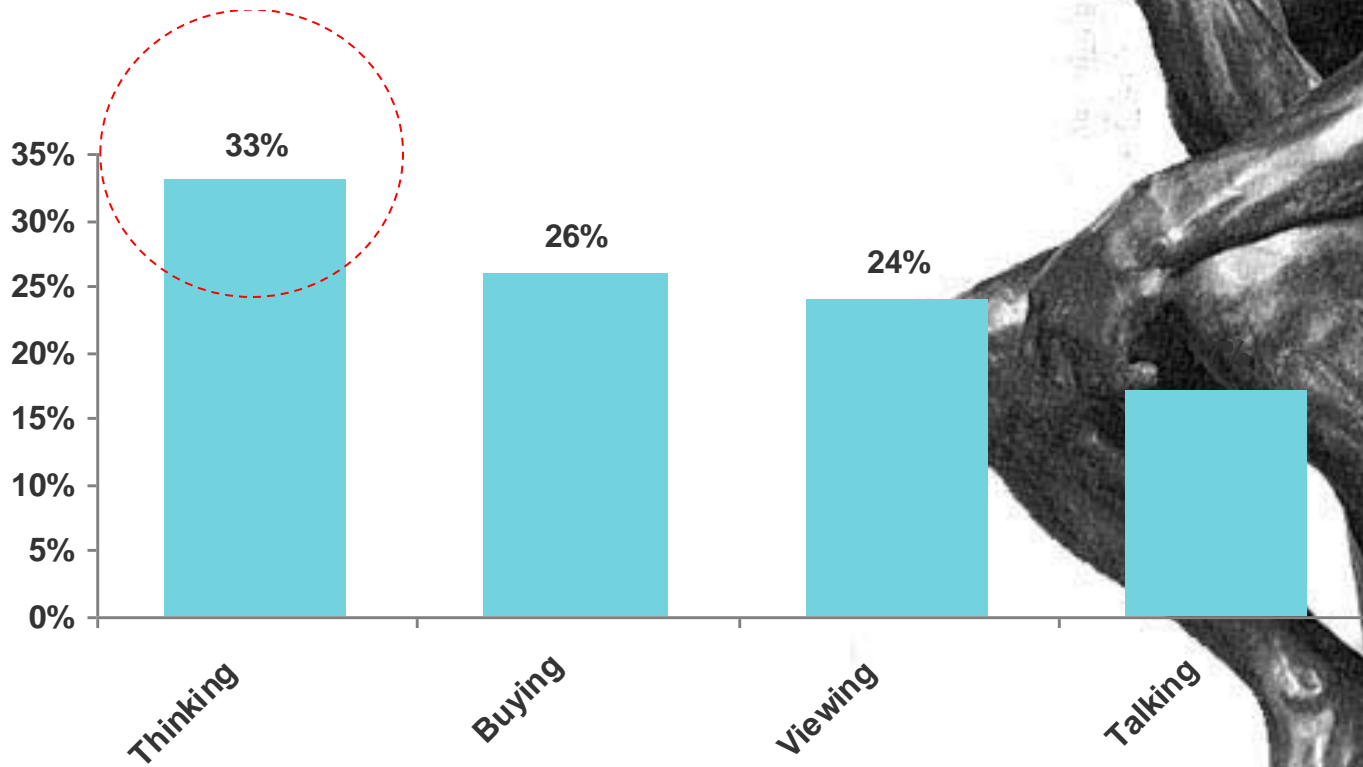
▼ Friend Details

edit

“Noticed a friend’s status on Facebook had the Lynx catchphrase...naturally I had to sing it out as well.”


friend. You met her

# Fleeting moments



Ogilvy Shopping on the Brain



A teal speech bubble with a white border and a tail pointing towards the bottom-left. The text inside is white and reads: "I felt like I was an important part of the study."

**“I felt like I was an important part of the study.”**

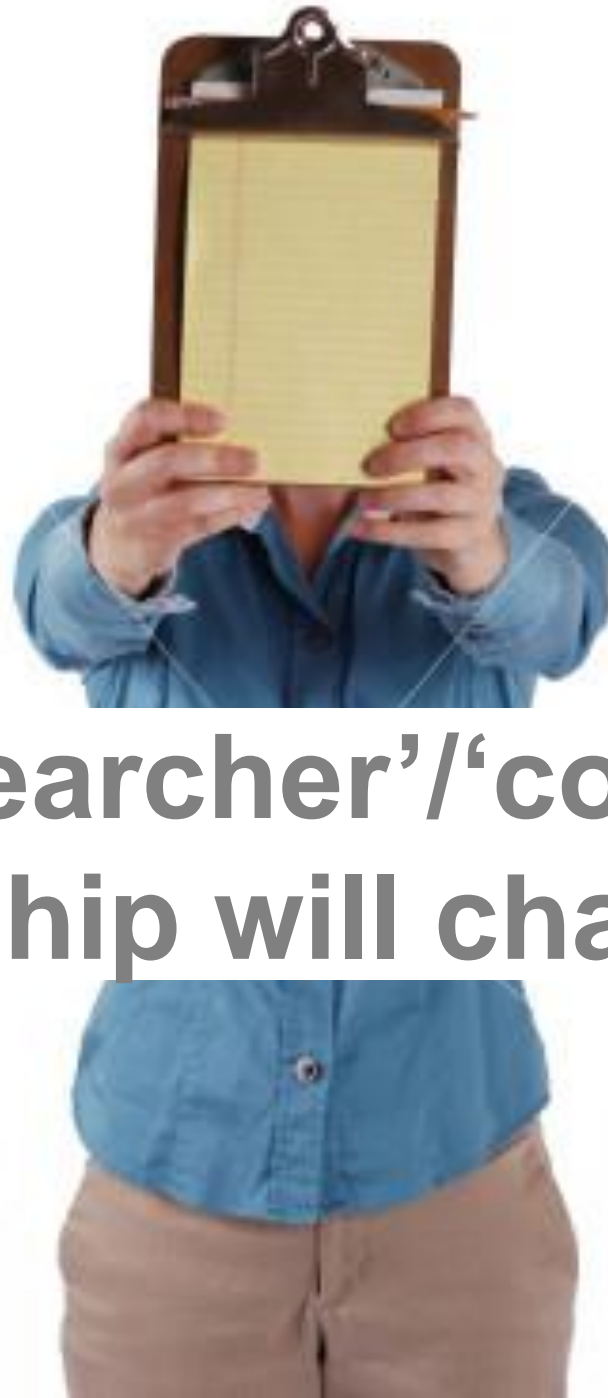


sometimes when people at work  
talk to me it is a horrible  
weblog i can not escape



## OUR BOARDROOM





**The 'researcher'/'consumer' relationship will change**



**We'll get it wrong!**



**Change the way  
we work**



**From fast research...**



**...to delivering fresh insight**