

Nokia Seeks To Understand 'Brand Love' Through Mobile Research

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For centuries poets and songwriters have been trying to discover what makes us fall in love.

With an even taller order, Sabine Stork, Senior Partner at Thinktank International Research, has been trying to get to the heart of what generates positive emotion towards brands.

At Globalpark's forthcoming Mobile Research Conference in London on March 8th and 9th Sabine will reveal how research using mobile telephones unlocked the key to consumers' hearts.

Thinktank recommended to their client, Nokia, a mix of traditional face-to-face research with the more innovative approach of mobile research.

Mobile was deemed suitable because it allows respondents to capture interactions with brands and emotions as they happen.

Each respondent was given a mobile phone and asked to take pictures and videos of themselves in their daily lives when they came across a brand they either loved or hated.

Respondents were then able to use a 'moblog' to upload videos and pictures to the site. Thinktank analysed the resulting consumer output and invited the group back to discuss the findings and probe the idea of 'brand love'.

Thinktank took a 'hands off' approach on the mobile research in order to encourage spontaneous results that would help them to understand what it is in a brand that sparks a strong emotional response and attracts consumers.

In her presentation Sabine will not only explain the mobile research methodology and the results generated in this case study, but will share some of the videos uploaded by respondents so delegates can see for themselves what the mobile research approach is able to deliver.

About Globalpark

Globalpark provides panel, community and survey software that enables organizations to manage what matters across the enterprise.

By capturing feedback and tracking behaviour of customers, employees and partners, they gain insights that drive better business decisions. By identifying and empowering influential advocates, they build reputation and extend reach.

Founded in 1999, Globalpark software is German-engineered and globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS and Warner Music. Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria.

For more information, visit www.globalpark.com

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