



Latitude° |

ENGAGEMENT LEVELS

Discover, Develop, Decide

What You Need:

To expand beyond your core by anticipating new opportunities tied to emerging trends and user behaviors.

What We Do

Explore how your users and industry are (and will be) changing.

Identify and prioritize entirely new, forward-looking directions for growth.

Discover

What You Need:

To grow your core business by deepening engagement with current users and attracting new ones.

What We Do

Identify where and how to expand your core business.

Guide development or refinement of product, content and communications strategies.

Develop

What You Need:

To create great, engaging products and services that will drive repeat engagement and generate WOM.

What We Do

Provide feature-level evaluation and diagnostics around your products and prototypes.

Recommend key changes to strengthen your offerings pre- and post- launch.

Decide

Discover

Develop

Decide

ADVERTISING

- Changing brand and consumer dynamics
- Branded content strategies and best practices
- New metrics exploration

- Communications strategy and ROI evaluation
- Custom, strategic, advertising metrics
- Platform effectiveness

- Advertising Effectiveness
- Creative testing
- Tracking

CONTENT

- Shifts in audience psychology
- Emerging content expectations
- Category and lifestyle shifts

- Brand & programming strategy expansion
- Multiplatform content development & deployment
- User segmentation & acquisition strategy

- Program testing & norms development
- Concept and promo evaluation
- Brand & competitive tracking

TECHNOLOGY

- Emergent interfaces
- Internet of Things exploration

- Next-gen user experiences
- User behavior and attitudinal analysis
- Competitive product evaluation

- UI & UX testing
- Product & concept testing
- Feature & functionality

Who you are:

You recognize that the ways you've succeeded in the past might not continue to drive your business in the future. You want to anticipate what comes next and be proactive about building toward it, and you're looking for research to help take you there.

What We Can Do For You:

What we can do for you: Help you establish thought leadership around how your users are changing and will change – tied to high-level implications for your company and industry – and offer clear opportunities to engage them most meaningfully (and ahead of the competition).

What you get from a Latitude° DISCOVER-level engagement:

- Expansive reframing of your competitive space.
- Targeted, vetted map of new opportunities for your company to pursue.
- Strategic and tactical guidance for pursuing those opportunities.

Basic Study Details:

Type: Unique, Press-worthy Insights; New Product and Concept Generation; Market Shift Analysis

Structure: 2-3 phase hybrid qualitative and quantitative

Sample: n=1,000+

Selected Examples:**The Future of Branded Entertainment**

Areas explored: New advertising forms and formats; changing behaviors and expectations around advertisements; new metrics development.

**The Next Generation of Local**

Areas explored: What it means to be "local" in the digital networking age; new opportunities for formatting and delivering local content across platforms.

**The 3D Landscape**

Areas explored: Opportunities for 3D adoption; desired content types and anticipated viewing situations; best avenues for product development and positioning.

Who you are:

You want to know how to improve and grow your core business, now and moving forward – how to continue delivering great content, software, and technology to your users. You have a good handle on strategy, but seek a fresh perspective to round it out.

What We Can Do For You:

Provide recommendations to help guide your product development, communications, and brand expansion – and define new metrics for assessing your performance in each domain.

What you get from a Latitude° DEVELOP-level engagement:

- Granular understanding of how users think about and interact with your company.
- Opportunities to leverage current strengths and expand your potential user base.
- Specific strategies for strengthening relationship with your users.

Basic Study Details:

Type: User Segmentation & Acquisition; Next-gen Content Development & Deployment; Brand Expansion

Structure: 1-2 phase qualitative, quantitative, or hybrid

Sample: n=800-1,000

Selected Examples:



Multiplatform Advertising Strategy

Areas explored: The what, where, and how of multiplatform advertising: what to show, where to show it, and how to deliver it, by platform and product category.



On-Demand Product Development & Positioning Strategy

Areas explored: Opportunities for TWC on-demand product adoption; key audience segments; high-impact product refinements; communications strategy.



Audience Expansion & Growth Strategy

Areas explored: Competitive landscape; audience motivations and needs around product search/review; new audience segments; mobile product and interactive strategy.

Who you are:

You get things done. Your research drives the sales teams, provides insights to producers, and is critical for helping senior management make decisions. You're looking for a research partner who is going to provide insightful reports on exactly what you need – and a little more.

What We Can Do For You:

We help you understand, in granular detail, what you need to do to deliver the best, most engaging content, software, and technology now – and provide recommendations for what you might create down the road.

What you get from a Latitude° DECIDE-level engagement:

- Thorough understanding of user reactions to and interactions with your offerings (and what they do in relation to them).
- Specific recommendations for better aligning your offerings with user expectations, wants and needs.
- Insights to guide future development.

Basic Study Details:

Type: Advertising Effectiveness; Program & Promotional Testing; UI/UX Testing, Product & Concept Testing; Tracking

Structure: 1 phase qualitative or quantitative

Sample: n=600-800

Selected Examples:**GET MORE ACTION**

Audience Value & Advertising Effectiveness

Areas explored: Advertising effectiveness (traditional metrics and new metrics related to multiplatform campaigns); unique value of the gamer audience to advertisers.



Pilot Testing & Benchmarking

Areas explored: Audience reactions to new programs; creation of bespoke metrics and pilot benchmarks using Lumiere Media Evaluation Suite.

**Bloomberg
GOVERNMENT**

Product Usability & Content Strategy

Areas explored: Product use cases by key user group; interface problems and suggestions for improving user experience, tied to overall content strategy.