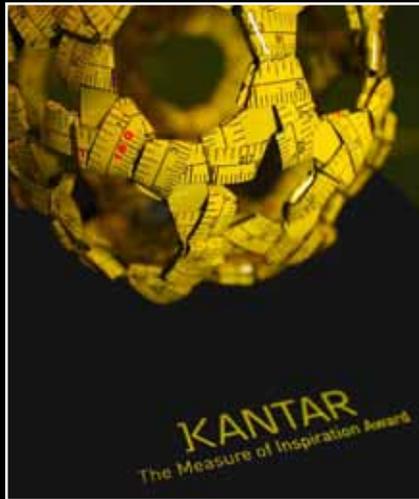


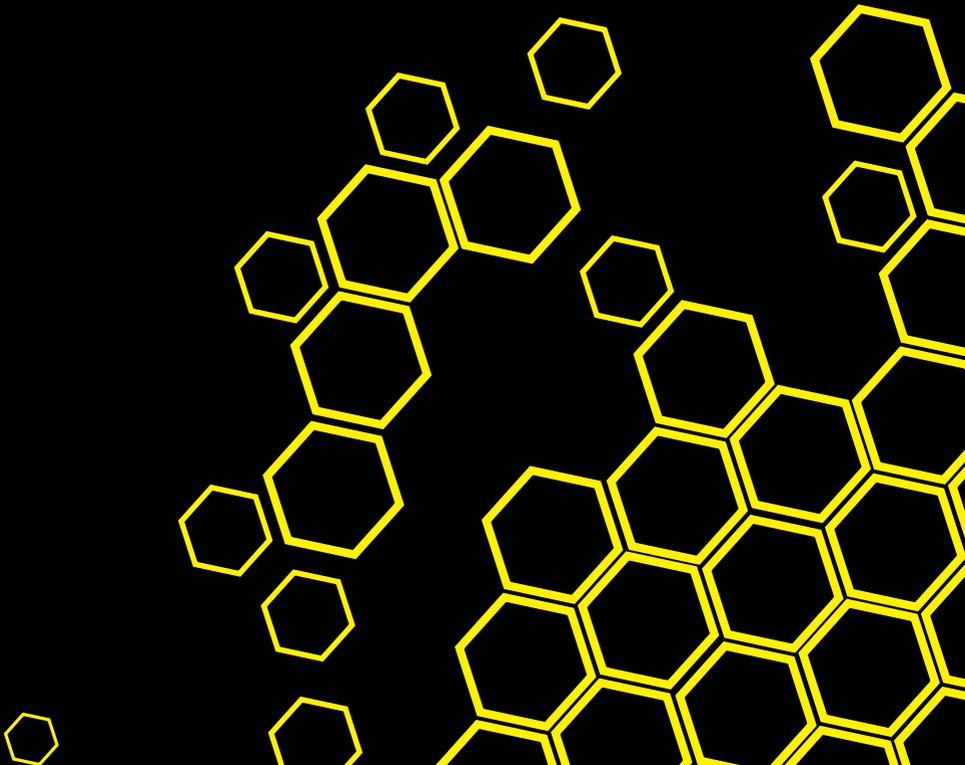


KANTAR MOBILE



Kantar Mobile are proud winners of the 'Most Inspirational Idea to Benefit Kantar' Category in both the 2011 and 2012 Kantar Measure of Inspiration Awards.

These awards are run across the entire group of Kantar companies each year to recognise the inspirational achievements and behaviours of Kantar individuals and teams.



Why Mobile?

Of all the great technology-based innovations, it is the mobile device that has had the biggest impact in the shortest space of time.

Mobile has touched more people's lives than any other technology before it and in a much more profound way. For many, their mobile device is an extension of themselves, to the point where they are rarely separated from it.

The new dynamic permeates every aspect of modern life and market research is no exception.

The traditional model for deriving insight is question – response. The difference with mobile is that it introduces a new dimension, the ability to enrich data by bringing in real-time information that accurately portrays consumer behaviour and preferences.

This is why Kantar Mobile was formed. Recognising the huge potential to deliver greater insight to clients Kantar has created a dedicated centre of excellence to open up the opportunities and bring solutions to market more quickly.

Kantar Mobile

The world of mobile is fast-moving and exciting but also complex and challenging. There are lots of different mobile devices and numerous ways to connect to capture information. Each country differs in terms of the types of devices that consumers own and how they use them. Kantar Mobile is actively working in this complex environment in order to achieve Kantar's vision of collecting both attitudinal and behavioural data through a single platform.

Kantar Mobile believes that the mobile device offers a unique opportunity to deliver unrivalled consumer insight from the provision of active research via polls and diaries through to passive mobile behavioural analytics, and running mass live focus groups.

In a complex world, the remit of the Kantar Mobile team is a simple one: to ensure that as mobile technology evolves, Kantar and its operating companies continue to offer leading-edge research solutions to clients.

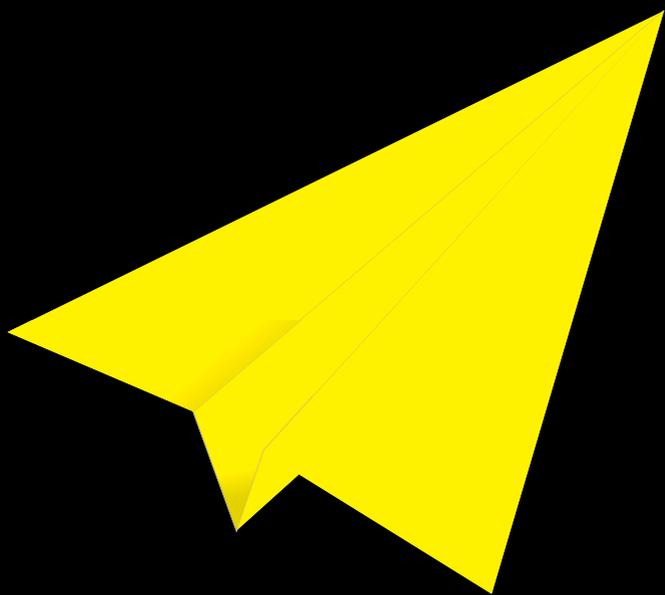
Our suite of capabilities

Kantar Operations offers a full range of mobile survey techniques including mobile web (WAP), text message (SMS) and application based (APP). Each of these fulfills a different business requirement. We currently offer all three techniques and all are available globally in any language.

Our mobile solutions cover all mobile operating systems.

The SMS, WAP and mobile APP methodologies can be linked and deployed within a single survey. For example sending an SMS to a consumer inviting them to complete a WAP survey or to download an APP (the SMS would contain a short URL taking the respondent directly to the online survey on their mobile device or enabling them to download the application onto their phone).

In reverse order of complexity and sophistication we have:



SMS surveys

The most basic mobile solution is SMS where short surveys are conducted with consumers via text messages and MMS (Media Message Service enables users to send photos or movie clips within a message).

This methodology is ideal for short polling and mini surveys as well as sending out survey invites, reminders and notifications to consumers.

SMS is the most widely accepted and familiar method for mobile surveys. It has however been overtaken by mobile application adoption as SMS does not offer the same level of sophistication and customisation as mobile applications.

We have the ability to create SMS surveys in Dimensions (Kantar has created and deployed a Kantar SMS survey engine).

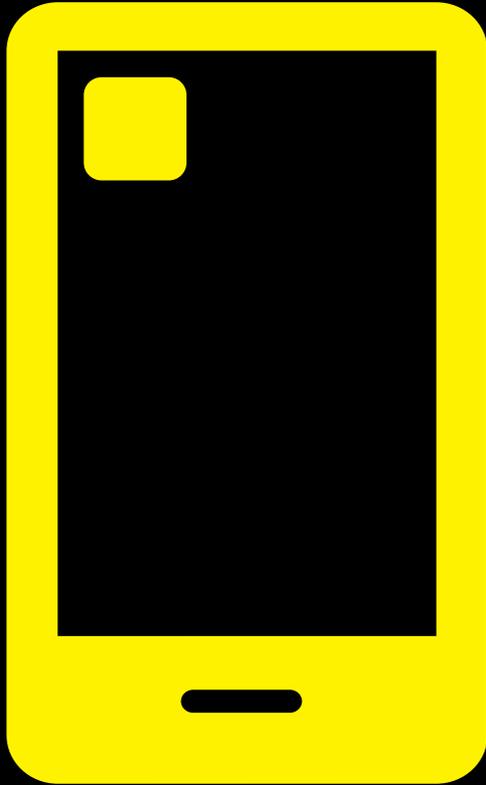


WAP surveys

These are also referred to as mobile web surveys. WAP surveys are browser based surveys conducted via the mobile internet.

WAP has recently become more popular as consumers increasingly use a mobile or tablet to access the internet. This is a great solution for delivering a more complex survey to a wide audience of consumers. The only respondent requirement is an internet enabled mobile phone.

WAP surveys can be created in Dimensions or ConfirmIT. Kantar Mobile has created and published WAP survey templates for both platforms which are optimised for displaying on all internet enabled mobile devices in any country and language.



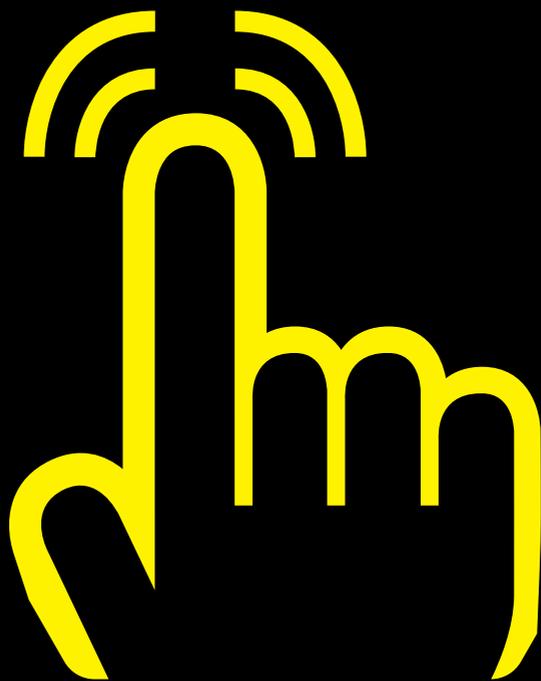
Mobile APP surveys

Surveys conducted via a mobile application installed on a respondent's phone or interviewer's phone.

This enables more complex surveys to be run without having to connect continually to the internet. In this instance data is collected and transmitted instantly at the end of the survey, offering a seamless connection of mobile collected content to a web environment. This is by far the most complex of the three solutions but offers the richest experience for the respondent. Kantar is experienced in collecting data via applications installed on mobile phones globally and this continues to be our core area of focus.

Mobile APP technology can be used for several types of research; by panellists to conduct diary entry/consumption and purchase behaviour research; or by F2F interviewers when they are out conducting interviews in specific places (such as live events or whilst on a bus). Mobile survey applications could bring efficiencies in markets that are still predominantly using pen and paper.

We can include a whole host of more complex tools such as GPS (location triggered questions), barcode and QR code scanning, alert messaging, photo and video display and capture.



There are three types of mobile APP surveys: active, passive and social, which can be used together in a single application.

Active mobile surveys

APP Surveys via the mobile device where the respondent is required to actively do something. This could be answering questions, submitting diary entries, taking photos of purchases or actions, capturing audio or video, scanning a barcode....

Among examples of such surveys are diary studies, surveys and polling.



Passive mobile tracking

APP Surveys via the mobile device where the respondent allows software to be installed on their device to collect information passively. The respondent is not required to do anything else. With their consent, we can view and analyse their mobile web behaviour, for example which apps they have installed on their phone, which websites they are accessing etc. This game-changing technology enriches your data in a way that has never been possible before. Mobile usage, ad exposure, location awareness and audio sampling can all be measured and analysed.

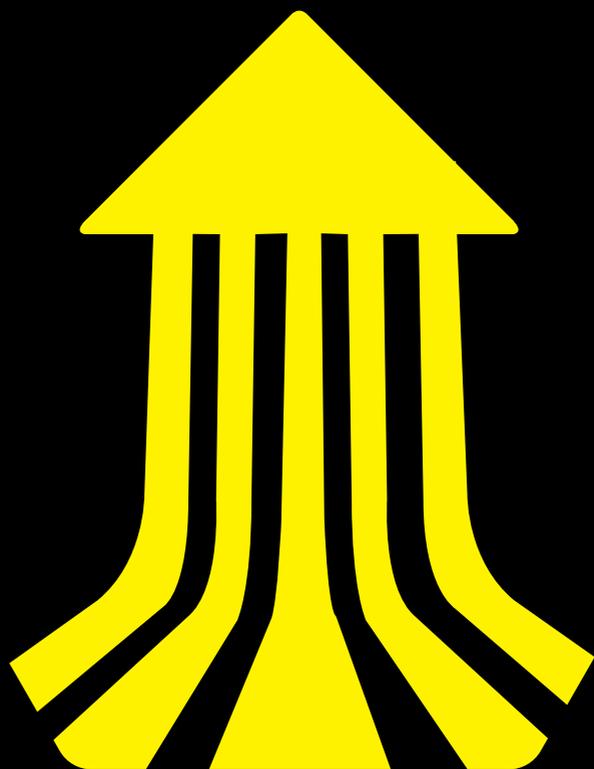
Passive and active mobile app data collection can be combined too. Purchase behaviour can for example be measured by the respondent answering questions, uploading photos and being passively tracked to match their online purchase behaviour data to the answers and photos they have submitted. This will create a more comprehensive picture of the consumer and their purchase behaviour.



Social mobile surveys

Research via mobile application among a live group of consumers in real-time. This is where we connect two or more participants to interact with each other – this can be either a qualitative scenario with a moderator and respondent or connecting multiple respondents so they can confer.

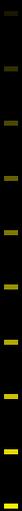
This research is moderated real-time by one or more researchers enabling the respondent to share their thoughts, rate the research subject, score, compete and collaborate during live events, political campaigns, etc.



Data Fusion

Kantar Mobile is currently working on joining together different sources of mobile data.

To enable this capability we have also designed and produced our own Taxonomy tool making the categorisation and analyses of mobile data a simpler and more effective process.



KANTAR MOBILE



For more information contact:
guy.rolfe@kantarmobile.com or
mardien.drew@kantarmobile.com