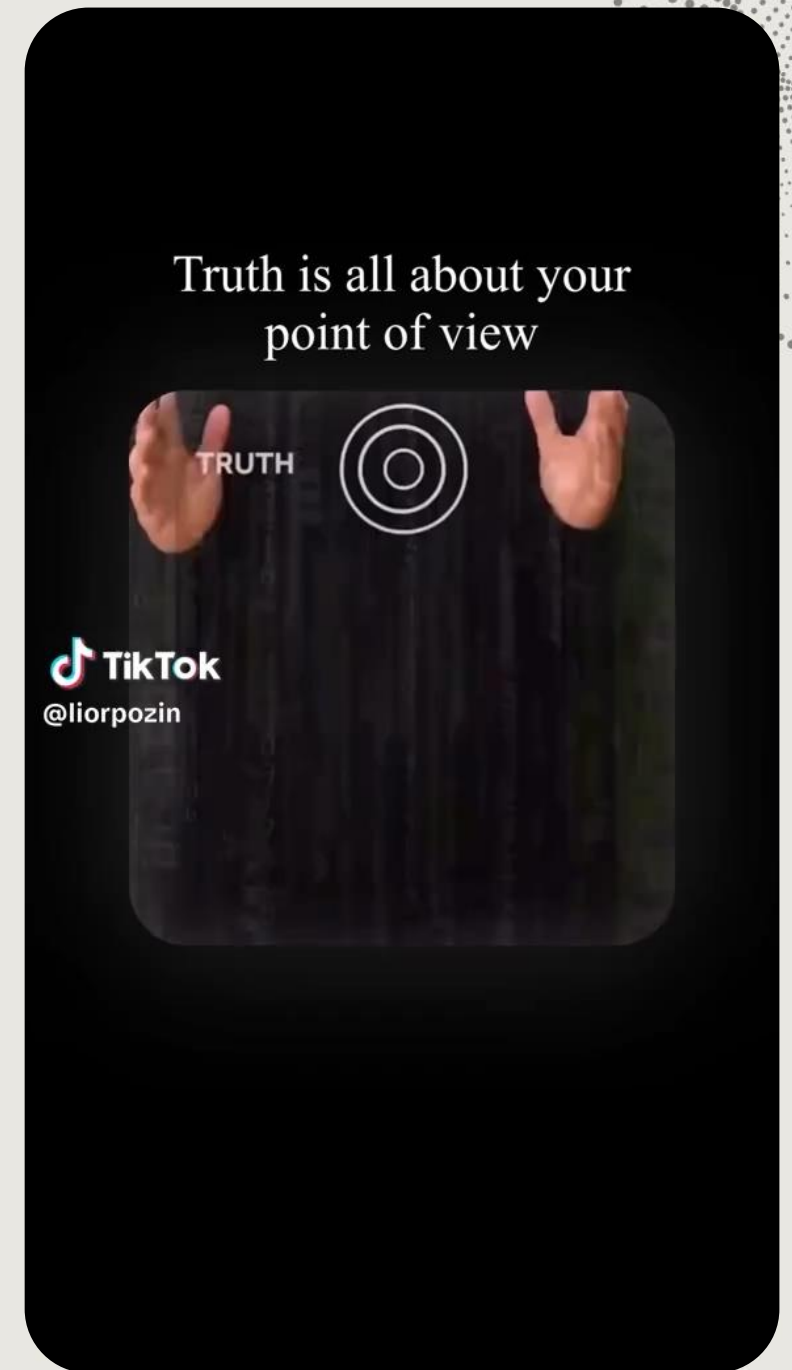
A decorative graphic on the left side of the title, consisting of a circular pattern of white dots that creates a tunnel-like effect, receding into the distance.

MY VERSION YOUR VERSION and THE TRUTH

Understanding behaviour through layered moments

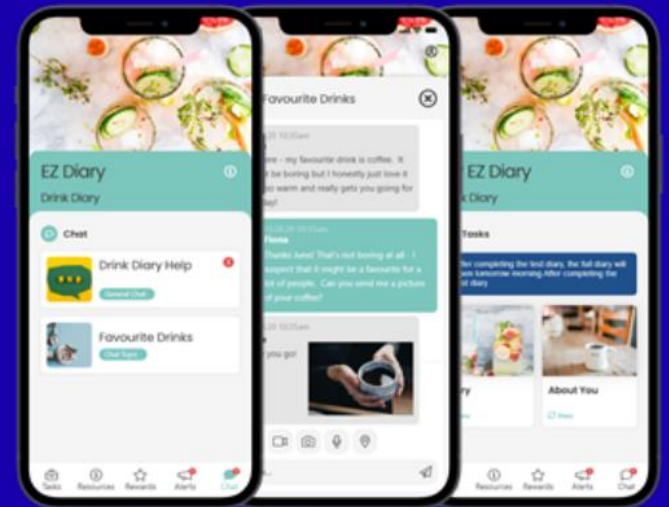


Understanding 'the truth'
is often about
understanding different
perspectives...





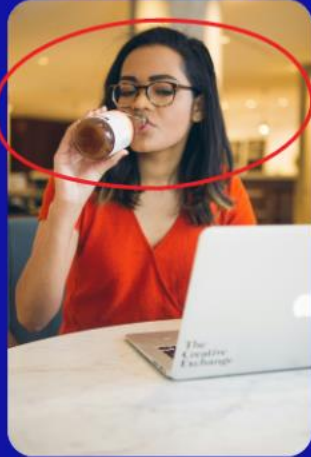
13 years ago we became intensely focussed on being in-the-moment with consumers because we believed that each moment is unique, and it's from understanding them that the truth emerges.



Mum...



Same mum...



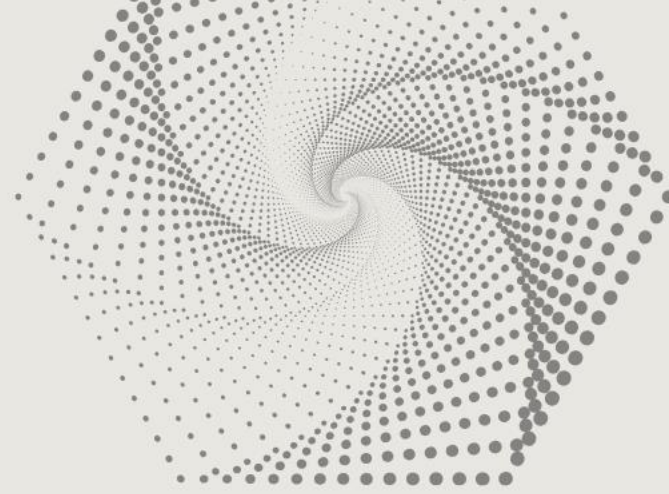
Mum, again



Mum.



Yep, still mum.



mdi 

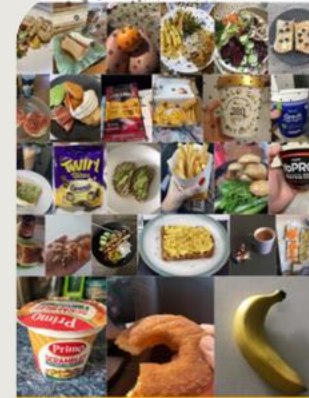
Because no two moments are the same...



BEING IN THE MOMENT IS POWERFUL

It gives rich, deep, moment-led understanding

Not averages – moments
Not attitudes – actions
Not assumptions – reality

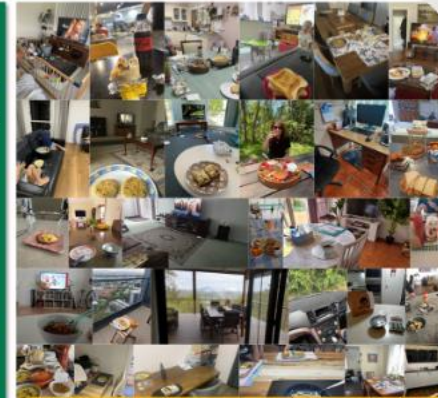


42,560 food photos of what people are eating

Consumers had the opportunity to submit two images in each diary – one of the food they were eating, the other of where they were / what was going on around them... leading to...

84,063 photos overall

Images are used not only to validate food entries, but also to help calculate volume.



41,503 contextual photos of what is going on while people are eating

All About Breakfast



25% OF TOTAL CONSUMPTIONS ARE BREAKFASTS

People are eating breakfast...



Adults are increasingly eating 20-30 years older, where 74% of breakfasts are eaten while watching

The Old and the Young...

While almost a third of 15-19 year olds' breakfast consumptions are eaten while watching TV



Those over 60 demonstrate more 'traditional' behaviour, with about a third of their breakfasts eaten while sitting at the table

Breakfast is a lot more flexible for youth, with 11% of 15-19 year olds' breakfasts still being eaten between 11am-2pm



On the other hand the majority of breakfasts are eaten prior to 9am, with 88% eaten by 11am

For women 30-39 years old with children...



...54% of breakfasts occur while preparing for the day or getting children & family ready

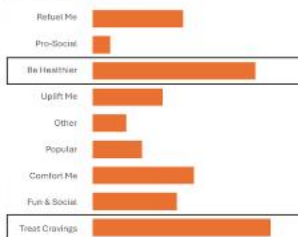


But even being in the moment doesn't give us the full story sometimes...



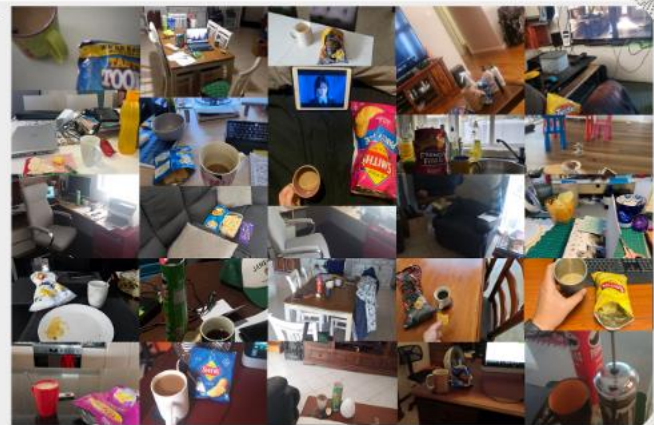
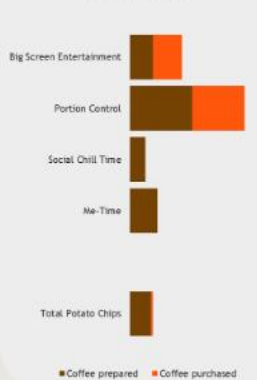
Singaporeans have a mixed understanding of the Frozen Yoghurt category.

Many occasions observed are in fact spoonable yoghurt that has been frozen by the consumer.



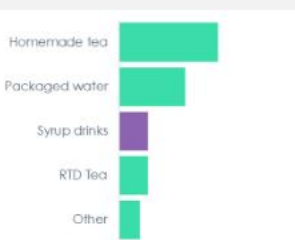
Homemade frozen yoghurt?

COFFEE CONSUMPTION, WITH POTATO CHIPS ACROSS MOMENTS



Coffee with crisps?

Drinks consumed during Evening



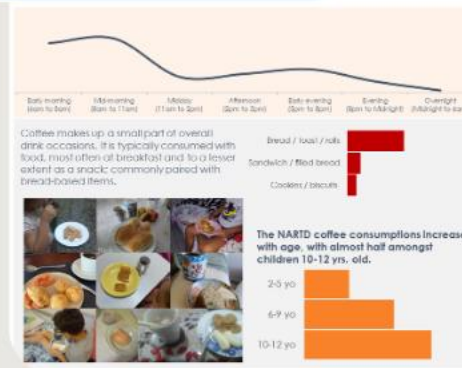
Drinks involving syrup range from simply syrup with water (and commonly ice), but also through to many combinations of ice &/or fruit and even some jelly.



Syrup based drinks?

Kids drinking coffee?

all ages in Brazil but more commonly 10-12 yr. olds;

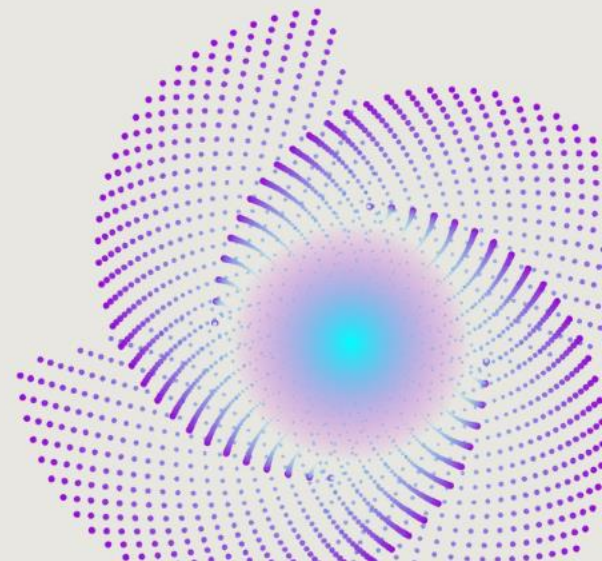


The NARFD coffee consumptions increase with age, with almost half amongst children 10-12 yrs. old.



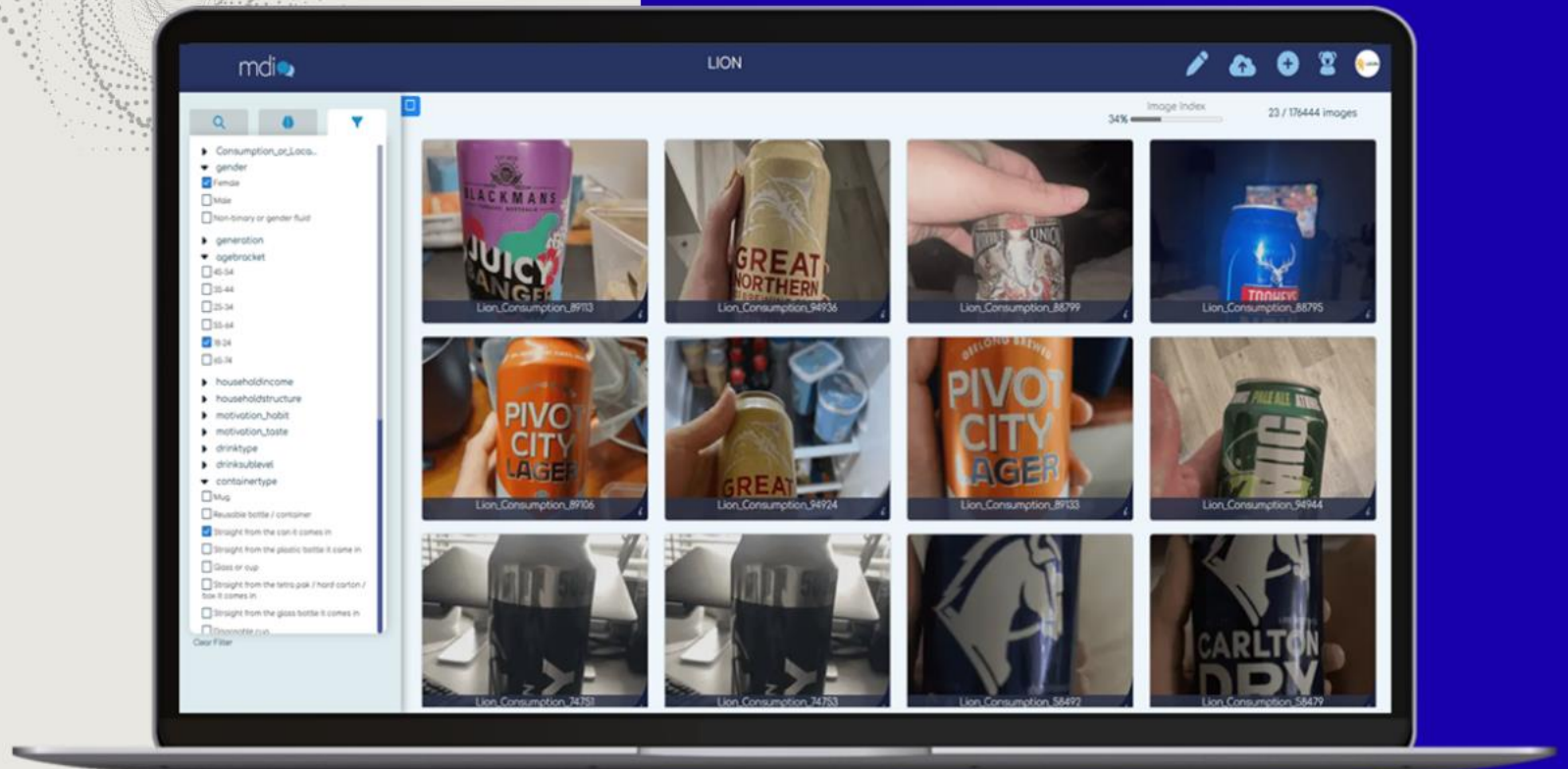
SO MUCH HAS CHANGED

The rapid advances in smart image evaluation, AI-assisted video editing and AI-moderated discussions have made it much easier to **layer perspectives** in research.



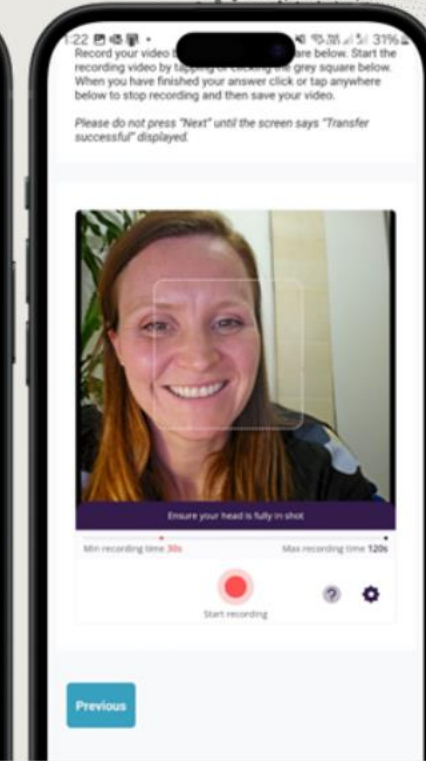
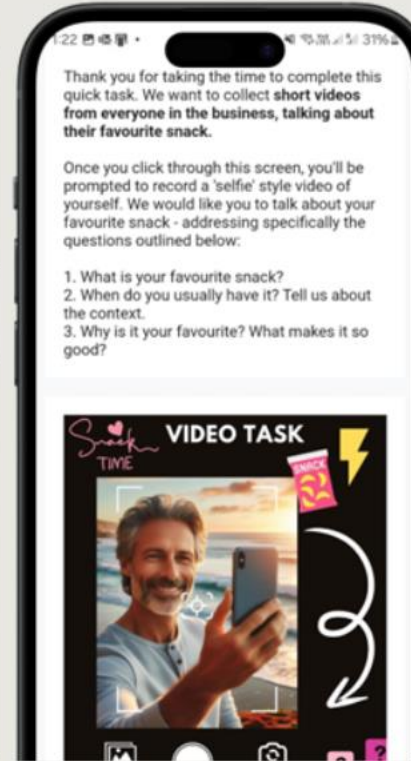
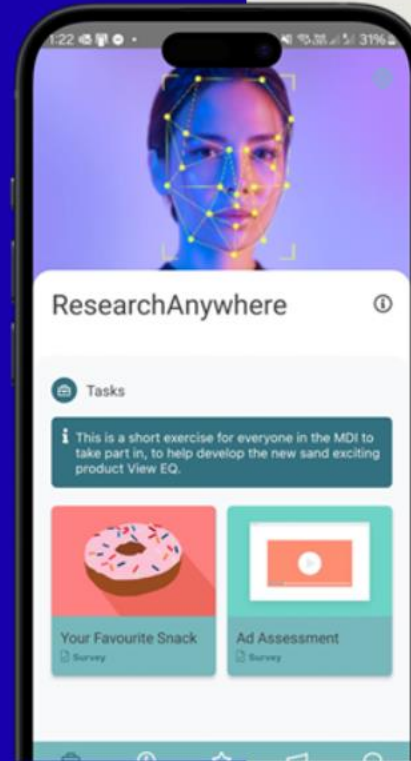
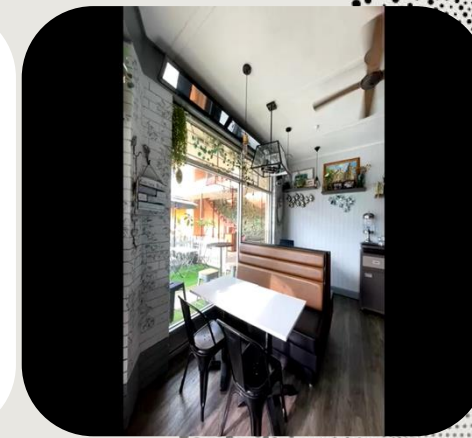
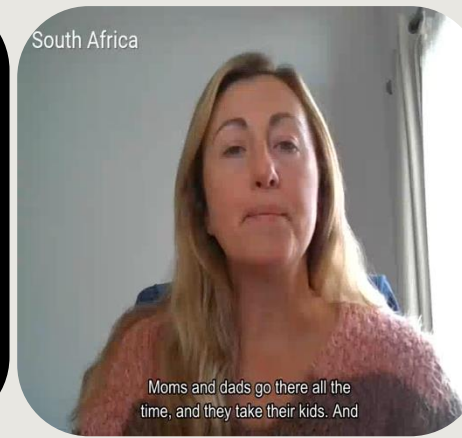


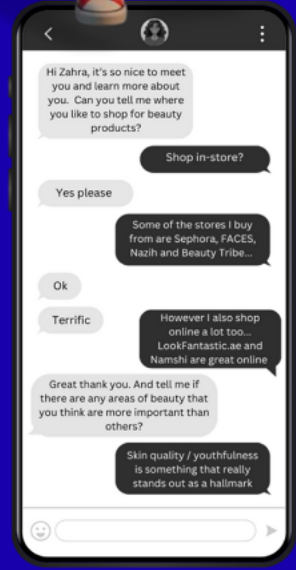
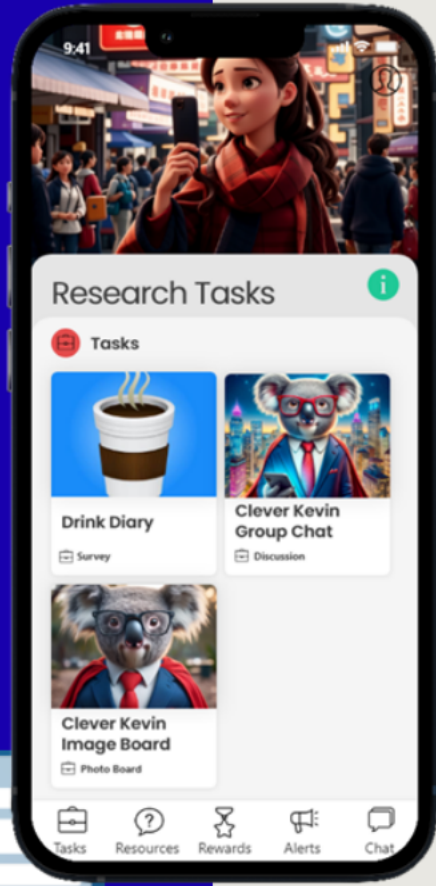
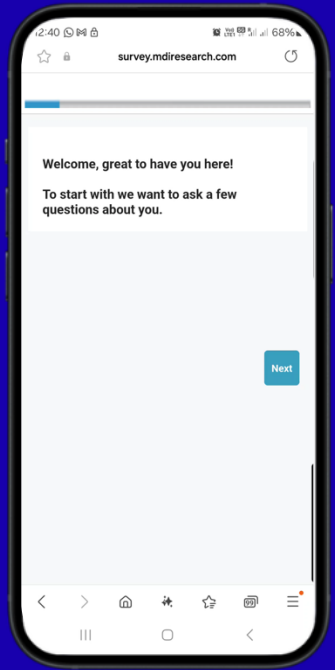
**IMAGES
GIVE YOU
DETAILS
THAT
PEOPLE
FORGET TO
MENTION**





VIDEOS PEOPLE BRING TO LIFE THE TONE AND FEEL OF THE OCCASION

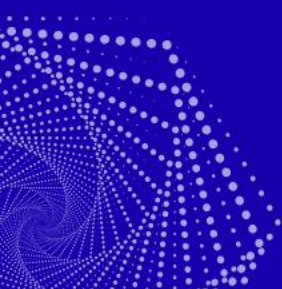




**AI-LED CHATS
PROVIDE THE
OPPORTUNITY
TO DIG
DEEPER FOR
GRANULAR
DETAIL**

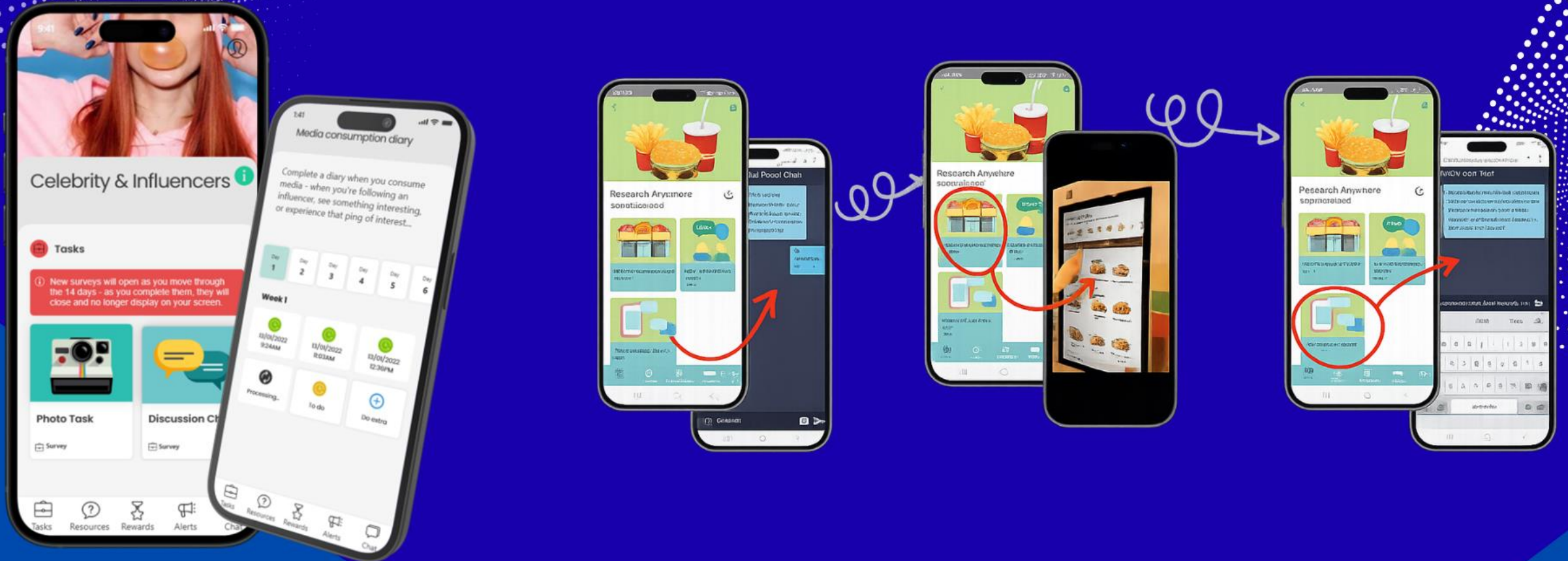


EACH LENS SHOWS A DIFFERENT VERSION OF THE SAME MOMENT





What's my 'Ah Ha'? It's so easy to utilise the layers now - images, video, chat... but they need to be integrated in a way that makes sense to consumers.





THANKYOU!