

Phoenix.

Marketing
International

Accelerated Performance through Research



**Converged
Technology
Practice**

*Real-world, street-level,
actionable information...*



Phoenix Consumer Convergence 360

A consumer-driven approach to understanding one of the industry's most important new trends.

Phoenix Marketing International is pleased to announce the launch of the Phoenix Consumer Convergence 360 syndicated research program. The Phoenix Consumer Convergence 360 starts with the consumer and maintains a user-demand focus to deliver real-world, street-level, actionable information to drive your business forward.

The Phoenix Consumer Convergence 360 is a unique research offering that provides our clients with deep insights into the lives of their customers and end users.

- User demand perspective of the current and future state of convergence
- Examination of how work and personal lives are converging
- Full coverage across age ranges from teens through seniors
- Understanding of brand relationships across industries and technologies

The Phoenix Consumer Convergence program focuses on the basic building blocks of the phenomenon to build a rich history of data for trend analysis and forecasting:

- Hardware
- Applications
- Connectivity
- Media
- Personal and Business

Innovative Methodology

The complexity of the data collection design presents a major challenge in undertaking a study of this nature.

Phoenix has created a visual prototype design that allows a respondent to create personalized combinations of devices, applications, media and connectivity via a drag and drop interface:

- Intuitive interface reduces respondent burden



- Reduced survey length
- Increased data quality
- Fully matrixed data set

Core Objectives

What aspects of convergence are consumers experiencing?

- What content are consumers accessing?
- What technologies are consumers using?

What are their touch points?

- How do consumers access information?
- What content areas are accessed via each access point?

What is the purchase process?

- Who is/are the provider(s) for each access point?
- How are products and services bundled?
- What are consumers spending for these services?

To what extent is convergence desired and understood by consumers?

- What is the desired future state?
- What, if any, purchase plans exist in the next 6 months?

How are consumers' work lives and personal lives converging?

- What crossover exists in usage of technology and content access?
- How is this perceived by consumers?



