

the showroom

a physical - tangible - relative
data visualization concept

problem:

yougov have an extraordinary database. so vast, multi-channel, cross-platform and fully alive that the full extent of it is just very hard to grasp. all we know for sure is that it contains numbers. a lot of numbers!

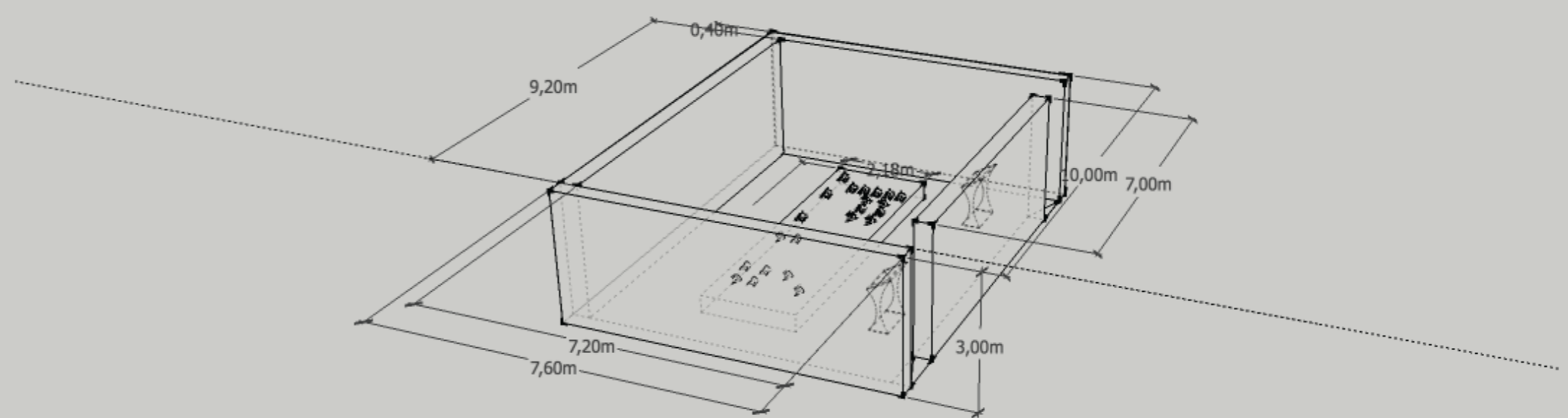
all these numbers, together and in context, contains a lot of impactful and insightful stories. stories that, up until now, haven't been allowed to show their full potential.

so, what?

i believe that the 'a lot-ness' of yougov could be intimidating for many companies - and this needs to change! a first, crucial, step would be to acknowledge that yougov's own costumers' consumers are the very same people who are contributing to the database and that they, hence, are the ultimate end-client for yougov too.

to then spark an interest, break down the barriers and burst the bubbles that this goal-clientele might have about statistics, numbers, data and marketing strategies would be the next, natural step.

and what better way could this be done than than to get physical and thin larger than life?



let's get physical (solution)

by making these datasets, services and opportunities that yougov holds available in a physical - tangible - relative and scenario based way it will generate an innovative approach to what such marketing tools could be. it will also visually show how they operate and ultimately showcase how and what they truly can help companies, within market driven industries, with.

in the form of a showroom yougov will be able to show a lot - in a controlled, narrated and experience based way. basically a way that will put yougov on the forefront of the booming data visualization and experiential wave that all consumer goods industries are, experiencing at this very moment.



the shoe shop

an example exhibition for the yougov show room concept

background:

based on datasets depicting purchase behaviours and purchase patterns this concept is formed by the established control group **“consumers who claimed that they’ve spent a minimum of £50 the last 3 months on a high street shoe retailer”**. looking into how they ‘went on with their purchase’ it was easily detectable that there are 3 different kinds of behaviours of such consumers.

3 stories

all good things comes in three - and of course the consumers on a high street have adopted this concept too. out of the data there were 3 clear ways to go on with your shoe shopping:

- 1) **14%** browse online > buys in store
- 2) **8%** browse in store > buys online
- 3) **36%** browse online > buys online

what the above tells us is quite clear for people with a little bit of insight in the online/offline shopping situation. online shopping is growing and offline shopping is decreasing it’s net worth.

but what’s brilliant with making this kind of data relative - tangible - relative and based on such a scenario is that the consumers will perhaps realise this too.

data visualization

by choosing to set this particular theme to look and feel like a shoe shop the audience is invited to a familiar setting - with a twist. the data visualization itself is in the shoes; in the totality of numbers and the visual placement of them. 3 datasets > 3 types of shoes.

the **illustrated ones** represents the **complete online shopper** who have absolutely no physical contact with the product itself.

the **upright, physical shoes** represents the one’s who go online to ‘know what they want’ and then goes **in store to purchase** them.

the **tilted, physical shoes** represents the ones who **browse in store** but then **purchase online**.

