



The Nielsen Company
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Case Study

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NIELSEN & COZYCOT REVEAL THE LATEST IN CONSUMER INSIGHTS ANALYSIS

SINGAPORE, 9 SEPTEMBER 2010: Following an [announcement](#) earlier this year that research company, The Nielsen Company would provide ongoing web analytics and online audience measurement to Singapore's leading women's website, CozyCot, Nielsen has today released findings from first-of-its-kind analysis into the online behaviours of Singaporean female consumers.

CASE STUDY HIGHLIGHTS

CozyCot's challenge: Identify and profile profitable online audiences to enhance the online offering to its advertisers.

Background: Increasing media fragmentation and sweeping changes to the way Singaporeans consume media mean it is more critical than ever for online publishers to identify and understand their audience in order to provide a compelling case to their advertisers.

Singapore's female consumers are increasingly looking to online as a means to research and purchase goods and services. Forty-three percent of female consumers in Singapore are spending upwards of six percent of their total monthly shopping spend via online channels and more than three quarters (78%) intend to make online purchases over the next six months¹.

Having experienced rapid growth in the success in its online offering, CozyCot worked with Nielsen to assist it to better understand its audience, their online habits and media consumption, their shopping behaviour and their use of beauty products, technology and fashion.

¹ Nielsen Global Consumer Survey, Q1 2010

Solution: In addressing CozyCot's needs, Nielsen was able to leverage the breadth of its online research methodologies to undertake extensive customised research involving an in-depth online survey to facilitate profiling of CozyCot's member community and site visitors.

Survey respondents were segmented based on a number of key attributes, including attitudinal statements towards personal appearance and trends and their expenditure on skincare, hair care, cosmetics and fashion items. Overall, CozyCot's members are Internet savvy, highly engaged online and use the Internet to research and purchase products and services. More specifically, Nielsen's segmentation analysis led to the identification of four core audience profiles, each with unique behaviours, values and demographic attributes. CozyCot's members typically fit into one of four core audience profiles, which Nielsen identifies as *Eve*, *Prudence*, *Liberty* and *Paris*.

Introducing ...

Eve: Living large



Eve is every woman.
Looking good and feeling good is important to her but she tends to stick to mainstream products, she makes sure her basics are covered, but is inclined to indulge on make-up and hair products.

Paris: Sophisticated tai tai



Paris is the opinionated sophisticate. She is cash rich and a high spender yet she is a smart shopper. She has the income to splash out on luxury items but is discerning enough to research what she wants before she purchases to make sure she gets her return on investment.

Liberty: Aspirational



Liberty is the aspirer.
She is young and has a low disposable income. She aspires to have high spending power but she's not quite there yet. She's on the lookout for the latest fashion and trends at an affordable price.

Prudence: Cautious and intelligent



Prudence is the nester.
She is looking for information on weddings, loans and mortgages. She goes against fads and trends and is not lured by the financial promise of credit cards.

Insights – Leveraging a multi-dimensional audience:

Nielsen's analysis identified that, in addition to being active information seekers who share a common interest for cosmetics, beauty and fashion, CozyCot's members were also keen to read about peripheral topics such as travel, weddings, investments, events/entertainment and local current affairs.

CozyCot's members are opinion leaders – almost half said they had recently contributed to a message board forum or blog and one in three had posted reviews of products and services online, making them valuable advocates for endorsing and promoting their favourite brands. Further, their members are prepared to spend more to look good.

Outcome:

Linking traditional cluster analysis with online technology has resulted in the Asia Pacific Region's first-ever real time CRM database profiling and tracking.

Armed with quantifiable insights into its member community, CozyCot is establishing a CRM database which provides its advertisers with the opportunity to single out and target specific segments or user profiles which are aligned with their offering. Through the addition of a quiz game within the registration process, CozyCot is also able to segment new members as they join, further enabling targeted campaigns, as well as providing a means for monitoring site usage by segment type.

“As the number of platforms available to advertisers continues to expand, it is important that online publishers are able to quantify their offering by gaining better and more in-depth insights into their audience,” says Kerry Brown, Commercial Director of Nielsen's online business in Singapore. “As a research company, we are well aware of this challenge and are constantly working with our clients to explore the latest in best practice research methodologies. The research we have undertaken for CozyCot enables the company to understand its audience in a way they never have before, and this instills more confidence amongst its advertiser clients that they are reaching their target.”

About The Nielsen Company

The Nielsen Company is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, <http://www.nielsen.com>.