

## **Digividuals – Robot avatars Will Goodhand, Juicy Evangelist**

Today, millions of consumers will freely publish their thoughts, feelings, and behaviour online—but what can we learn from it? Meet DigiViduals™, robotic avatars that generate powerful data from social media from which BrainJuicer researchers extract rich insights. These research bots constantly search the web for people like them and gather their thoughts, blogs, photos, music, books, and videos, adopting them as their own, producing a 'living, breathing' single person synthesis of the thousands of people who fit that demographic profile. This presentation will explore how we can use DigiViduals™ to generate fresh, true, and relevant insights for product and communications plan development. We tackle this output, making sense of the material that comes back, getting under the skin of each character and discovering trends, and producing ideas and insights from the Viduals. We look forward to sharing with you how, without asking a single survey question, we have been able to deliver an insight revolution using DigiViduals™.