Vivdata SnapShots
A new way to access Brand data
Centennial’s Library apps and e-resources
What can you get from SnapShots?

• Predefined information set to top-line data only
• Access to brand information beyond demographics
• Access to top-line media usage by brand or product category

→ use this data to develop brand profiles that are used in developing consumer, brand, and media strategies

NOTE: Brand data is not available in our regular Clear Decisions subscription; Snapshots is the only access to general brand information

How does this differ from last year? Now accessible online
— you don’t have to get library staff to physically log you in.
MORE brand information available
— now access to Brand user’s topline media and psychographics
What you cannot get from SnapShots

- In-depth analysis of brand and media usage information
- In-depth analysis of a target group

How do I get that?

Develop in-depth Clear Decisions (uses Vividata) crosstabulation computer runs in the Lab or through your Remote Access subscription
Find SnapShot through the Library E-resources

Through our new Target Snapshot web app, Vividata’s educational institution members can access extensive insights into the Canadian Consumer. Using intuitive filters and data visualization, Snapshot allows users to customize charts and reports by demographics, attitudes, media consumption and profiling, and product usage.

Access Details
Library Access

Activate your Library card!

Find the link posted in eC or go direct to Library E-resources page for the portal

Scroll down page

Select Vividata

E-Resources:  V

Student or Library Card and PIN are required in order to use the e-resources off campus. Visit or contact the library to activate your Card and PIN. Need more help? Off-Campus Access Troubleshooting Search Assistance Guide

Full Text Journal List
Find print and online journals, magazines, etc

E-Resources by Title

Visible Body  Argosy Publishing
An interactive resource with highly detailed, anatomically accurate models. You can download the Unity Player plugin to view the 3D content.

Vividata
Canada's authoritative source of audience data, print & digital, for magazines and newspapers. A comprehensive database of consumer demographics, media usage, lifestyle and attitudinal data and product usage across 150+ categories.

Or click ‘V’ to jump
Click here for Vividata access.

Vividata is Canada's authoritative source of audience data, print & digital, for magazines and newspapers. A comprehensive database of consumer demographics, media usage, lifestyle and attitudinal data and product usage across 150+ categories.
Target Search

Search on specific magazine or newspaper titles, products or brands.

1. Click “Select your target”.

2. Type in the first letters of your search then click on the desired targets.

3. Once you have selected all of your targets, click on “View Profile”:

We use Option 2
Targeting Brands or Specific product categories
Option 1: Print media comparison or ....

Option #2
Brand/Product Category targeted reports

Current Survey: VIVIDATA (ENGLISH)

My target sets

Select your target >

- Major Market Daily Print Weekday
- Major Market Daily Print Saturday
- Major Market Daily Print Sunday
- Major Market Daily Print + Digital Weekday
- Major Market Daily Print + Digital Saturday
- Major Market Daily Print + Digital Sunday
Option 2: Brand or product category comparison

Select your target

Start typing eg. ‘Shampoo’ and the choices will appear
Compare category or Brand users to ‘what is normal’ in the Canadian Population

Brand Search

Demographics Usage Consumption Brands Opinions

Canada Females 18+

11% 17% 24% 26% 22%

Sample 24413, Weighted 14.89M

Shampoo (Brand(s) Personally Use)

11% 17% 24% 26% 22%

Sample 23476, Weighted 14.27M

Survey
Vividata (English) 2016 Q4 [Jan 2016 - Dec 2016]

Key

<table>
<thead>
<tr>
<th>Key</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17</td>
<td>purple</td>
</tr>
<tr>
<td>18-24</td>
<td>purple</td>
</tr>
<tr>
<td>25-34</td>
<td>light purple</td>
</tr>
<tr>
<td>35-49</td>
<td>orange</td>
</tr>
<tr>
<td>50-64</td>
<td>orange</td>
</tr>
<tr>
<td>65+</td>
<td>orange</td>
</tr>
</tbody>
</table>
Usage by demographics

Click “show percentages” to see % use rather than (000) use

M indicates million or thousand – add (000) to the number shown. .59M is 59,000 people
Select Brands Individually, then compare

Must select each brand file individually for export to report (unlimited exports; max. 10 file per export)

With 10 files per export it’s easy to begin to structure how you want to use or view the results.

Eg. Keep the data grouped by brand or by variable (eg use internet)?

By brand: select all the files you want for Axe, and export report. Then repeat for Dove etc. This makes it easier to profile each brand user. Alternatively, organization by variable (eg use internet) allows for comparison by medium (or other variable). To get this type of report organization: For each variable - select for export each brand’s results for the variable (eg. how do the Axe user and Dove for Men user compare in their internet use?)
### Report Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Search</td>
<td>Click here to select or to change the readership metric being viewed.</td>
</tr>
<tr>
<td>Change report period</td>
<td>Click on the “Change report period” tab to select another period of data collection. Note: Currently only Vividata’s 2016 Q4 study is available.</td>
</tr>
<tr>
<td>SORTED BY All Segments</td>
<td>Click here to either sort your report by a different segment.</td>
</tr>
<tr>
<td>Add / remove brand / products</td>
<td>Click here to search for and add or remove brands or products from your report.</td>
</tr>
<tr>
<td>Add to export list</td>
<td>Click on “+ Add to export list” to store up to 10 reports. When clicking on “Export”, the files will be sent to your email address in both Excel and .png format.</td>
</tr>
<tr>
<td>Save to my bookmarks</td>
<td>Click on “Save to my bookmarks” to save your active reports in your bookmarks.</td>
</tr>
<tr>
<td>Show less data</td>
<td>Click on “Show less/more data” to either hide or display the data label from the graph.</td>
</tr>
</tbody>
</table>

Several pre-defined report options are only confusing the first couple of times you access the data.
Snapshots of Report options
The five Report options to set are tabbed.
Base Options – the base, universe, or population

Set the demographic base for the report (the population)
M + F, Men or Women only
Age 12+ or Age 18+

Option to choose geographical base
• By Province,
• Regions,
• Many Cities
Personal Characteristics

New
This report allows you to access Topline psychographic data for brands

Available:
• Statements Agree (1-4)
• Clusters
Use ‘Report Variables’ to select output

In this example, I’m selecting “Personal Characteristics/Social Views” to see shampoo users (the selected product target) crossed with Psychographics.
Usage

This screen default appears the same as demographics, however users now have the option to select their sector.
# Sorting options

<table>
<thead>
<tr>
<th>REPORT VARIABLES</th>
<th>REPORT VARIABLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTOR</td>
<td></td>
</tr>
<tr>
<td>Personal</td>
<td>Index</td>
</tr>
<tr>
<td>Characteristics/Views</td>
<td>Weighted (000)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>TOPIC</td>
<td></td>
</tr>
<tr>
<td>Add / remove brand / prod...</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>SORTED BY</td>
<td></td>
</tr>
<tr>
<td>Vertical %</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Show weighted figures</td>
<td></td>
</tr>
</tbody>
</table>

Option to sort results by Index, OOO, or V%
Can Rank (or sort) results by Index or V%
## Weighted or Percentage % Options

### Canada Females 18+

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>1.68M</td>
</tr>
<tr>
<td>17%</td>
<td>2.51M</td>
</tr>
<tr>
<td>24%</td>
<td>3.6M</td>
</tr>
<tr>
<td>26%</td>
<td>3.83M</td>
</tr>
<tr>
<td>22%</td>
<td>3.26M</td>
</tr>
</tbody>
</table>

Sample 24413, Weighted 14.89%

### Shampoo (Brand(s) Personally Use)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>1.55M</td>
</tr>
<tr>
<td>17%</td>
<td>2.38M</td>
</tr>
<tr>
<td>24%</td>
<td>3.45M</td>
</tr>
<tr>
<td>26%</td>
<td>3.73M</td>
</tr>
<tr>
<td>22%</td>
<td>3.16M</td>
</tr>
</tbody>
</table>

Sample 23476, Weighted 14.27%
Top-line media usage

Potential confusion:
(for the first-time user)
It’s the same sector as demographics, but can select topline media usage instead of demographics (or any product category)
Limited media

You’ll need to complete a Clear Decisions run for more detailed analysis and options

What’s new with this SnapShot report ...

A topline of media usage at the brand level

Answers the question:
‘Do Purina Dog chow users watch TV?’

(does not address if they watch with their dog or what type of shows they watch)
Results are emailed to you

From helpdesk@kantarmedia.com

To ... whatever email address you entered at the start of the session

You’ll receive two types of reporting
→ an excel file (for pivot tables or analysis)
→ and an image file (powerpoints and visual reports for the client)
What does the excel report look like?

<table>
<thead>
<tr>
<th>Keys</th>
<th>Total</th>
<th>Sample</th>
<th>% Vert</th>
<th>% Horz</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>5000</td>
<td>100.00</td>
<td>100.00</td>
<td>100</td>
</tr>
<tr>
<td>Calories Can’t Touch Me</td>
<td></td>
<td>6,043</td>
<td>14.47</td>
<td>100.00</td>
<td>100</td>
</tr>
<tr>
<td>Living Healthy</td>
<td></td>
<td>12,110</td>
<td>30.14</td>
<td>100.00</td>
<td>100</td>
</tr>
<tr>
<td>Eat Hard, Play Hard</td>
<td></td>
<td>4,509</td>
<td>10.54</td>
<td>100.00</td>
<td>100</td>
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<tr>
<td>Unhealthy By Choice</td>
<td></td>
<td>6,722</td>
<td>15.33</td>
<td>100.00</td>
<td>100</td>
</tr>
<tr>
<td>Better Late Than Never</td>
<td></td>
<td>6,416</td>
<td>13.46</td>
<td>100.00</td>
<td>100</td>
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<tr>
<td>Health Conscious Champions</td>
<td></td>
<td>7,617</td>
<td>15.88</td>
<td>100.00</td>
<td>100</td>
</tr>
</tbody>
</table>

This file is sorted by index.

Each file you selected for export is tabbed on the bottom of an excel workbook.
What’s Next?

1. Read the Quick Start Guide (posted in eC and Snapshots app)

2. Access the portal through the library with your library card and jump-in

Need more?

Get a guide ➔ Exceptionally talented advertising student peer-tutors booked through the library.

Peer tutors can help with using the app, getting the data, using excel, reading the data, and interpreting data into information, and then into strategy.