

FOR IMMEDIATE RELEASE

New Consumer Research Platform Generates Competitive Advantage

BigVoice Unlimited announces fast, cost effective Big Data Analysis Tools

New York, NY, April 10, 2012 – BigVoice Unlimited, a Strategic Digital Marketing Agency has developed a comprehensive set of consumer research tools and methodologies designed to deliver more meaningful web-based consumer insight & brand information.

At BigVoice our goal is to help our clients improve the accuracy and efficiency of marketing activities by providing fast, cost-effective digital solutions for consumer research, strategic planning, and measurement analytics. Our new Big Data Analysis platform utilizes patented technology to capture timely and precise consumer insight from the web and social media that can be used to more effectively reach, attract and engage consumers to accelerate business growth.

“Our top-tier Big Data Analysis platform uses patented semantic categorization algorithms that consistently yield accuracy levels around 92% - much higher than the industry average.” said Chris Bryant, BigVoice’s head of digital strategy. “This platform allows us to analyze very large data sets much more efficiently and with very little human intervention.”

BigVoice’s text-mining approach leverages proprietary semantic analysis tools to economically process large volumes of online user-generated content to produce market-structure perceptual maps and meaningful competitive landscape insights *without interviewing a single consumer*. The technology has been validated by comparing market structure insights mined from user-generated content to results obtained from traditional market-structure approaches based on both sales and survey data.

Our Big Data Consumer Research platforms can deliver a variety of customized programs to mine core insight from blogs, forums, websites, Twitter, Facebook, Google+ or any other accessible digital text to discover what consumers are saying.

Our customized programs can provide a cost-effective source of ongoing, reliable, in-depth insight to reveal consumer attitudes, usage, habits, interests and new product development opportunities.

Big Sentiment Analysis

- Reveal top-of-mind brand associations, terms that differentiate between brands and terms that are most commonly associated with various brands.
- Discover new concept entities that consumers associate with a brand.
- Help refine messaging to increase consumer engagement.

Big Product Development Analysis

- Identify precisely targeted new product development and line extension opportunities.

- Find problems/gaps in competitor offerings to target those opportunities.

Big Brand Switching Analysis

- Discover which brands consumers are switching to and/or substituting.
- Investigate and evaluate complex relationships that relate to specific brands and consumer actions such as brand switching.

BigVoice Big Data Consumer Research programs can be developed to mine large amounts of online user-generated content or customized to suit clients who already have proprietary online community data. In either case our Big Data tools are designed to help marketers make the leap from data to insight with actionable information that creates a competitive advantage when making business decisions.

About BigVoice Unlimited

BigVoice Unlimited is a Strategic Digital Marketing Agency. BigVoice creates powerful brand building strategies and uses proprietary leading edge analytics to measure effectiveness and accelerate business growth. Visit BigVoice Unlimited at <http://www.bigvoiceunlimited.com/>

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