

Romania

GfK launches first market research project in Second Life

GfK Romania is the first local market research institute to launch a research project on Virtual Bucharest, on the Second Life social networking platform. GfK Romania has implemented this first focus group in order to explore the opinions, attitudes, motivations, expectations and lifestyle among the users of the Second Life platform.

Virtual Bucharest is a three-dimensional virtual replica of the city in the virtual world and aims to gather the Romanian community within its confines. Already, large international companies have developed interesting marketing actions in this environment - conferences, live concerts, product launches and live competitions.

This first focus group in Second Life is part of a unique and extensive qualitative research project with intention of investigating the lifestyle of young people aged 15 – 22 years. For this project, GfK Romania has used a mix of qualitative methodologies: classical focus groups, discussions on online forums and the virtual focus group among users of Second Life, where the moderator and the respondents met and discussed exclusively in this environment, transposed in the conference space of Virtual Bucharest.

"We are proud to be the first market research institute in Romania that had this unique achievement: a focus group in Second Life. It is obvious that the younger generations and opinion leaders adopt new technology very easily. Therefore, any company that wants to know what trend setters think needs to be looking at where they consider to be interesting to spend time and must explore all the resources of online space, mainly the resources of the social environments" said Oana Mirila, director of Qualitative research of GfK Romania.

The study was conducted during September and October 2009, using a series of projective techniques during the discussions that allowed access to arguments of an emotional nature that complement and explain the rational arguments. The participants were selected via a selection process which included a number of previous tasks prior to participation in the group (filling in questionnaires, discussions with informal groups), based on which a selection was made of those who are regarded and behave as opinion leaders in the media and groups which they belong to.

About Second Life

Second Life was launched in 2003. The Platform did not become well known worldwide until 2006, when the Swedish Embassy, followed by a series of brands, started to test the opportunities available within virtual worlds. At present, Second Life has over 15 million registered accounts, an economy and its own currency (Linden dollars) and the value of the daily trading value amounts to more than U.S. \$1.5 million. Second Life users are generally trend setters and early adopters, people who have influence in their social circles and who master social networking tools well. Most of them are producers of content - writing on blogs, using photo and video sharing or producing virtual goods.



Contact:

Oana Neacsu
Executive Researcher
Quantitative Research Department
Custom Research Division

GfK Romania

5 Fabrica de Glucoza Street, Aerofina Building 2nd floor, District 2,
020331 Bucharest

Romania

Tel. +40 21 205 5500; 0757 070 265

Fax +40 21 205 5505

oana.neacsu@gfk.com

www.gfk-ro.com