

amazon.

**yougov** : I set out to use the yougov profiles data sets to find out information about amazon as a company; where they are failing and where they are flourishing. I will then be looking to compare target audiences and content with their main competitor.

**yougov** : profiles

**one** : the first step in finding out about a company is pretty straight forward, the research began online, finding out what amazon does and what their main selling points are. in order to progress further i then had to find what their metaphorical kryptonite was.

**step : one**

# Benefits at a glance



your products are easier to find online with amazon



display your brand to millions of amazon shoppers



sell on all 5 of amazon's european marketplaces



manage your inventory easily as a single pool to all marketplaces



amazon's trusted shopping experience



amazon fraud protection and security



no product listing fees\*\*



online seller support and access to seller forums



bulk upload your inventory and customise your shipping rates



access to order reports and order-related feeds



be eligible to win the buybox



sell in over 30 product categories

prime : through plenty of market research i had come to the conclusion that amazon is a company which offers a wide range of things, and does each particularly well. however after analysing further into each feature; it was clear amazon prime is being dominated in the online streaming department.

amazon : prime

**the leader** : netflix is the world's leading Internet television network with over 62 million members in over 50 countries enjoying more than 100 million hours of tv shows and movies per day, including original series, documentaries and feature films. netflix is amazon prime videos biggest competitor.

netflix : the leader

**two** : the second step was to use yougov profiles data to look into information which may be useful to a company such as amazon. the main focus was to find useful demographic data, which is important for companies to target their audience more precisely and also open doors to newer ones.

**step : two**

# netflix

# amazon

Category	Variable	Entity	Answer	Target group %	Target group base
Demographics / Core	Gender		Male	51%	2472
Demographics / Core	Gender		Female	49%	2472
Interests / Interest Area	General interest	Movies	Interest	83%	1069
Interests / Interest Area	General interest	Video Games	Interest	48%	1069
Interests / Interest Area	General interest	Mobile Applications	Interest	43%	1069
Interests / Interest Area	General interest	Websites	Interest	65%	1069
Interests / Interest Area	General interest	Sex and Relationships	Interest	43%	1069
Hobbies and Interests	Hobbies	Playing computer games	Yes	44%	2153
Hobbies and Interests	Hobbies	Exercising	Yes	38%	2153
Hobbies and Interests	Hobbies	Playing musical instruments	Yes	13%	2153
Hobbies and Interests	Hobbies	Playing board games or cards	Yes	21%	2153
Hobbies and Interests	Hobbies	Writing or composing	Yes	11%	2153
Interests / Professional Area	Professional interest	Entertainment	Interest	13%	971
Interests / Professional Area	Professional interest	Education	Interest	67%	971
Interests / Professional Area	Professional interest	Media and Publishing	Interest	8%	971
Interests / Professional Area	Professional interest	Information Technology	Interest	12%	971
Interests / Professional Area	Professional interest	Law	Interest	6%	971

Category	Variable	Entity	Answer	Target group %	Target group base
Demographics / Core	Gender		Female	54%	11060
Demographics / Core	Gender		Male	46%	11060
Interests / Interest Area	General interest	Books	Interest	76%	5101
Interests / Interest Area	General interest	Computers and Technology	Interest	48%	5101
Interests / Interest Area	General interest	Websites	Interest	55%	5101
Interests / Interest Area	General interest	Science	Interest	43%	5101
Interests / Interest Area	General interest	Exhibitions	Interest	26%	5101
Hobbies and Interests	Hobbies	Reading	Yes	67%	9993
Hobbies and Interests	Hobbies	Photography	Yes	19%	9993
Hobbies and Interests	Hobbies	Writing or composing	Yes	10%	9993
Hobbies and Interests	Hobbies	Playing musical instruments	Yes	10%	9993
Hobbies and Interests	Hobbies	Art and craft	Yes	15%	9993
Interests / Professional Area	Professional interest	Healthcare and Medicine	Interest	51%	4596
Interests / Professional Area	Professional interest	Civil Society and Charity	Interest	6%	4596
Interests / Professional Area	Professional interest	Information Technology	Interest	11%	4596
Interests / Professional Area	Professional interest	Media and Publishing	Interest	5%	4596
Interests / Professional Area	Professional interest	Education	Interest	60%	4596

# netflix

# amazon

Category	Variable	Entity	Answer	Target group %	Target group base
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Family Guy	Yes	18%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Father Ted	Yes	15%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	South Park	Yes	15%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Simpsons	Yes	14%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Walking Dead	Yes	13%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Doctor Who	Yes	13%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Inbetweeners	Yes	13%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Scrubs	Yes	12%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Big Bang Theory	Yes	12%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Breaking Bad	Yes	11%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Lost	Yes	11%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	QI	Yes	11%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Game of Thrones	Yes	11%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Blackadder	Yes	11%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Futurama	Yes	11%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	How I Met Your Mother	Yes	10%	434
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	24	Yes	10%	434

Category	Variable	Entity	Answer	Target group %	Target group base
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Family Guy	Yes	17%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Simpsons	Yes	13%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Mock The Week	Yes	12%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Inbetweeners	Yes	12%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Doctor Who	Yes	11%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Come Dine With Me	Yes	10%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Big Bang Theory	Yes	9%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Game of Thrones	Yes	8%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	South Park	Yes	8%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Futurama	Yes	8%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Shameless	Yes	8%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Coronation Street	Yes	8%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Have I Got News for You	Yes	7%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Peep Show	Yes	7%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Simpsons	Yes	7%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	The Walking Dead	Yes	7%	1491
Media / Social Networks / Facebook Pages / Tv show	Facebook page 'liked'	Total Wipeout	Yes	7%	1491

**three** : the final step was designing a piece that can convey numerous amounts of data sets, in a simple and fashionable manor. this piece will be targeted towards amazon and should be easy to read and understand. this lead me to find graphical inspiration, using yougov branding as a starting point.

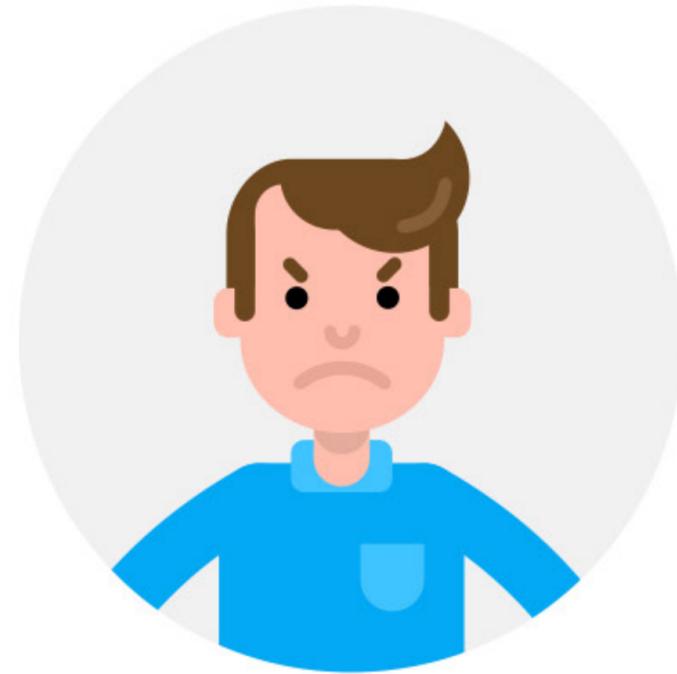
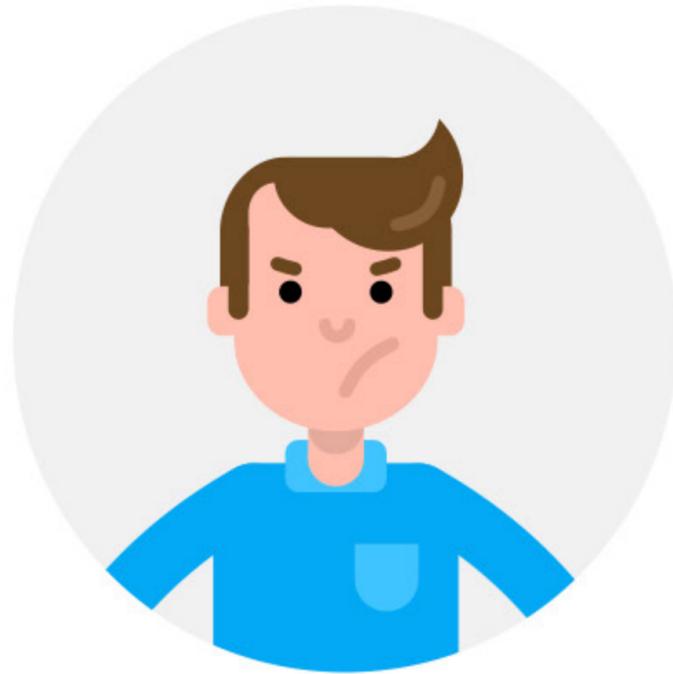
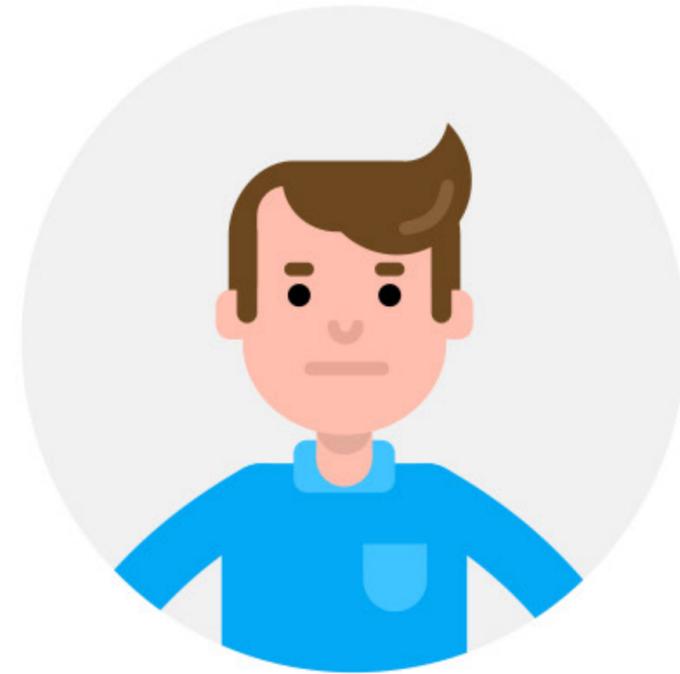
step : three

**report** : I felt like my piece should take the format of an annual report, however instead of documenting a company's activities throughout the preceding year; this is meant for the company to understand their demographic and competitors to a higher standard, so that they may improve.

annual : **report**

**design** : after looking at yougov and amazons current branding, it felt quite relevant to something illustrative. taking inspiration from yougov's illustrations and amazons stylised way of presenting, I was lead into designing my own set of icons, to visualise the found data.

**inspired** : **design**





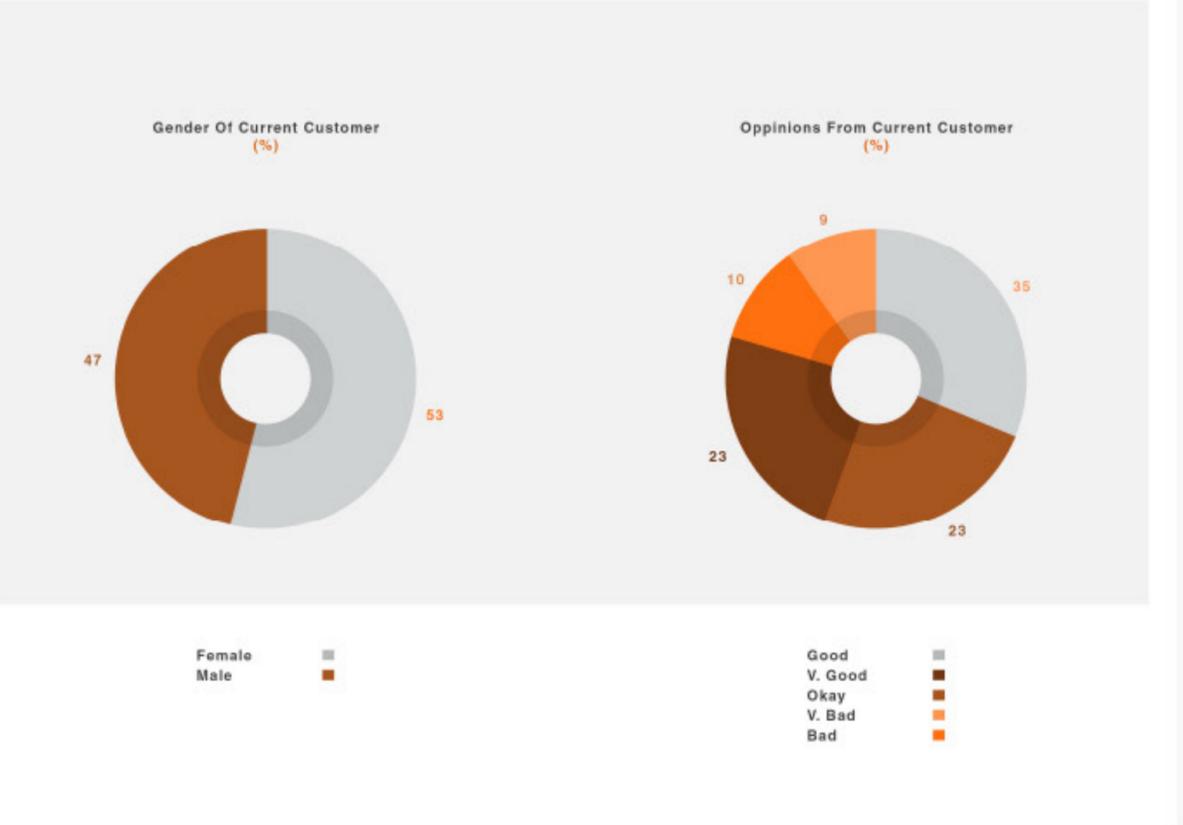


**colour** : after developing each illustration for it's specified data set, I then went back and decided the colour palette was too colourful, amazon is known for it's greys and oranges and using typefaces such as roboto. whereas yougov is known for it's blacks, whites and reds and stylised illustration.

**inspired** : **colour**

**final** : In the end my goal was to design something very simple and clean. using yougovs data sets to inform amazon about their demographic and companies main competitor. I tried to lay it out in a manner which is easy for a reader to compare statistics, and understand where it may improve.

the : final

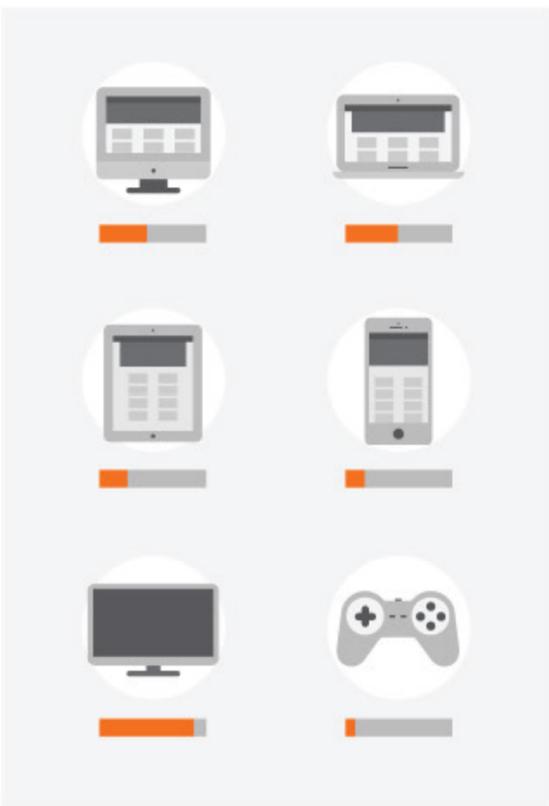
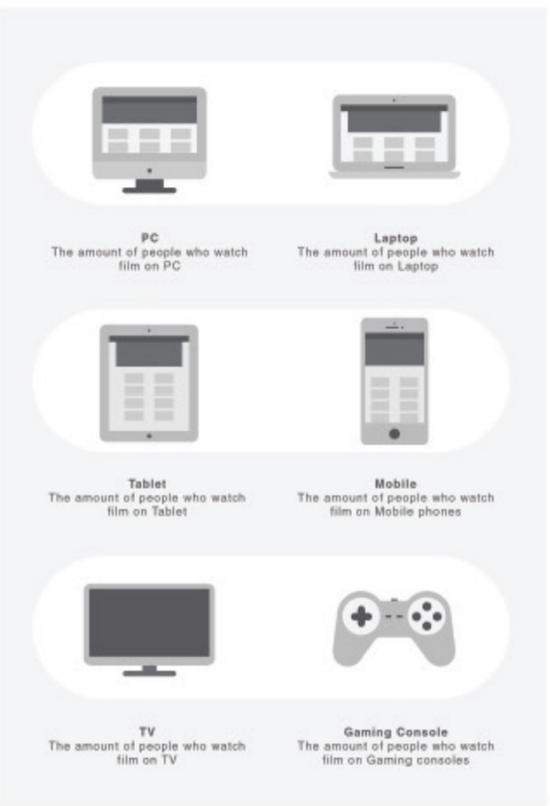
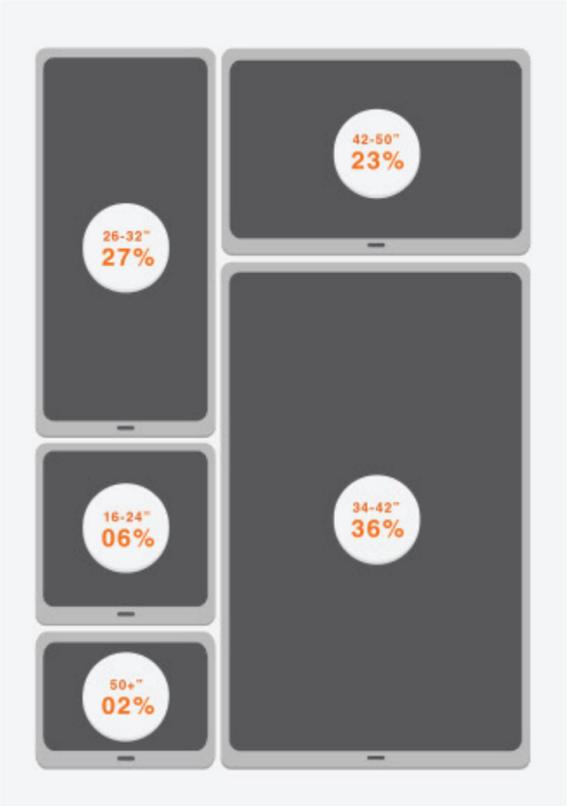


**Very Good:**  
I like and use amazon regularly. Its competitive with prices although not always the cheapest. I like to read peoples reviews before making a purchase.

**Good:**  
I like them for what I can buy at discounted prices, but I'm always slightly ashamed at knowing how their staff are treated!

**Bad:**  
It's got too big, it damages other smaller businesses, it is all about making as much money as it can.

**Very Bad:**  
I stopped shopping at Amazon in 2012. Of course they can be cheaper than other shops - they don't pay the taxes that other businesses pay.





**Stream Online**  
Stream in HD from anywhere using Amazon Prime Video



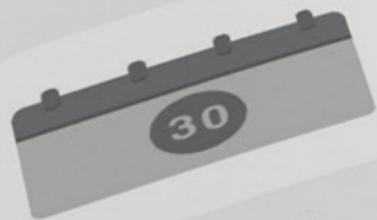
**Children Mode**  
Parental controls that can control what the children watch



**40,000+ Videos**  
Over 40,000 films and movies to watch on demand



**Affordable**  
Amazon Prime video comes for £5.99 per month



**30 Day Trial**  
Free 30 day trial for new customers to watch as you please



**Multiple Devices**  
Choose from a range of devices to watch from inc. Kindle Fire

