



Who We Are

Kaava was the first business to begin active development of the technologies and approaches most appropriate and sensitive to the unique source that is online consumer-to-consumer conversation, and the first to develop credible and accurate market and consumer insight deliverables from this sample.

Launched in 1996 as Blue Barn Interactive (later BBI Systems), the company's deep corporate legacy and experience with the development, management, and moderation of some of the internet's most active and engaged online communities has given it a one-of-a-kind understanding of the subtle nuances that comprise online consumer dialogue, as well as the limitations, potential pit-falls and foundational truths surrounding the use of such unstructured and organic data for generating deep consumer observations, findings, and insights.

What We Do

Kaava identifies, assesses, qualifies, monitors, and interprets ongoing online dialogue taking place on the web to identify trends and sentiments related to companies, brands, products, services and marketing campaigns. Kaava delivers broad and deep consumer intelligence to its clients that source topically relevant online consumer communications (consumer generated media).

Kaava studies provide a quantitative and qualitative breakdown of intelligence trends emerging from fixed sets of online communication channels frequented by consumers who are meaningfully conversing within the specific context of the project topic(s). Quantitative findings representing various topical and brand breakdowns and successive measures support qualitative analysis containing

observations, findings, and insights surrounding the opinions, experiences, needs and expectations of the target audience.

The Kaava Difference

With well over a decade of experience working with online communities, interaction & dialogue, Kaava has developed a deep understanding of and sensitivity to the source that is brought to bear on all levels of our technology, approach, and study development.

- Kaava's vast experience with online dialogue, and our own efforts toward automation, have shown a direct inverse relationship between automation and accuracy – the higher the level of automation, the lower the level of accuracy. Analysis of online dialogue and communications requires the right blend of art (human interaction with the data) and science (software programming) to get at the nuanced sentiment and movement of the consumer mindset.
- For data acquisition, spider technologies do not address the natural signal-to-noise ratio inherent in consumer generated media, and are highly limited in their ability to recognize nuances within communications – often fueling a misrepresentation of the context within which dialogue was taking place. This critical step requires skilled human interpretation. Kaava takes a multi-phased approach to the identification & qualification of the sample source portfolio for each project. At Kaava we:
 - Spider to identify significant deposits of online communication related to the specific project topic.
 - Assess the potential sources for the optimal mix of consumers, the optimal levels of ongoing activity, and the optimal quality of the consumer created content.



- Crawl the qualifying sources for specific data and insights that have been determined to be contextually meaningful and relevant.

This approach ensures that the resulting source portfolio is balanced and comprehensive, and accurately represents the target consumer.

- Kaava's proprietary application, the Kaava Tuner, is the only end-to-end professional research tool & platform designed specifically for the unique source that is online consumer dialogue. Once the source portfolio has been identified and crawled, the data is normalized, and integrated into the Tuner where it is thoroughly analyzed for measurement, observation, and interpretation.
- Kaava recognizes that context (with all of its associated movement & nuance) is central and foundational to the value and effectiveness of the final study reports. Organic communications analysis, without source and sample qualification, and without context, regardless of environment, is suspect at best.

Deliverables

While every engagement is a custom project, Kaava does offer 4 "standard" deliverables as follows:

- **Pitch Assistance Study/Category Snapshot:** quick turnaround studies to gather overview info, often used in agency pitch work. The goal here is to quickly identify consistent, significant and/or unique trends & sentiments in the dialogue. These studies are typically completed within 5-7 days.
- **Tracking Study:** ongoing studies to track specific brand-related issues over time. These might be conducted in relation to specific milestones within an actual advertising campaign. Study objectives and online dialogue

data sources are discussed in-depth with client prior to project launch. These studies typically take 2-3 weeks to complete.

- **Benchmark Study:** similar to a category study though smaller in scope, typically focusing in on the brand landscape. Study objectives and online dialogue data sources are discussed in-depth with client prior to project launch. These studies typically take 3-4 weeks to complete.
- **Category Study:** comprehensive market study detailing products, brands, trends, etc. Study objectives and online dialogue data sources are discussed with client prior to project launch. These are in-depth market analyses and require 5-6 weeks to complete. (Please note: A less comprehensive version is also offered, appropriate to client needs and timelines – see first bullet in this section).

Clients

Kaava has worked with a multitude of clients, many of them blue-chip companies, including:

Altria | AOL | AT&T | BP | Charles Schwab | CTW | CVS | Discovery | EA | Ford | G2 | Hallmark | Horizon Organic | IBM | Kraft | Martha Stewart | MasterCard | MetLife | Microsoft | MTV | NFL | NY Times | Ogilvy | Publicis | Showtime | Simon & Schuster | Time Warner | Tommy Hilfiger | Vivendi | WebMD

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