

DIALSMITH RESEARCH REPORT

PORTLAND TECH PROS SCORE PRODUCTS HIGHER THAN PEOPLE DURING YAHOO'S CES KEYNOTE

JANUARY 7, 2014



Overview

In 2013, mobile technology leader Qualcomm kicked off the Consumer Electronics Show (CES) with a keynote address for the ages; many critics might say, “The dark ages,” as reviews ranged from “insane” to “awkward” to “speechless.” While Qualcomm’s keynote generated more than its share of bad publicity, it also left its mark, generating enormous buzz, and easily becoming the talk of the show. It left the technology world wondering what CES had in store for an encore in 2014.

When CES announced that its keynote lineup would feature Yahoo President and CEO Marissa Mayer, we thought it would be an interesting experiment to see how a community of technology professionals—outside of Silicon Valley—felt about what Ms. Mayer and Yahoo had to say. So, we conducted a dial group in Portland, Oregon (nicknamed “Silicon Forest” for its own reputation as a technology hotbed) to get a read on how this year’s keynote measured up. Group members watched a live feed of the keynote. Perception Analyzer dials were used to collect the group members’ continuous feedback as they watched as well as to gather attitudinal feedback from the group both prior to and after the keynote.

General Impressions

Overall, the dial group of Portland technology professionals responded much more favorably to the product demonstrations during the Yahoo keynote than to what Ms. Mayer had to say. Her guests, with the exception of Saturday Night Live’s Kenan Thompson, didn’t fare significantly better except when they were speaking over some of the new products Yahoo rolled out during the keynote.

Group members commented that they had expected to hear more out of Ms. Mayer and the consensus was that she was an effective emcee but not much more. Commented Frank from Tator Tot Designs, “I sensed early on that the keynote was not going to be Mayer speaking, but instead, was going to be a cavalcade of guests.”

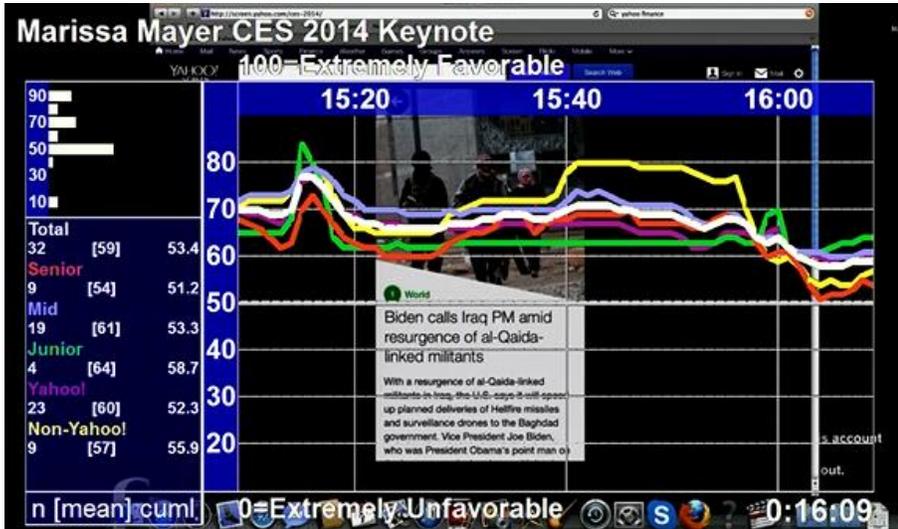


Ms. Mayer’s role as “emcee” was not making much of an impression with the dial group as indicated by the flat lines which were common while she was speaking.

Demos of new products and content generally performed well with the dial group. Yahoo Tech (in spite of David Pogue’s performance) and Yahoo News Digest received the highest peak ratings from the group. While Flickr, Tumblr, and the new advertising features all fell flat.

The Hits

As mentioned, the dial group generally responded favorably to the new product demos and product announcements. The dial lines peaked across the board during the new Yahoo News Digest demo and scored particularly well with the Non-Yahoo! Service users of the group. Commented Donna, a research professor at the University of Oregon, "It was definitely an infomercial but it was a good one. I'll go to Yahoo and explore some of the apps they featured."



Dial lines peaked during the Yahoo News Digest demo. Yahoo may have won over some of the Non-Yahoo! Users in the group too.

Security and privacy was top-of-mind with the Portland group as Ms. Mayer hit her highest marks of the afternoon when she announced the new security measures Yahoo has rolled out for Yahoo Mail and across its publishing assets.

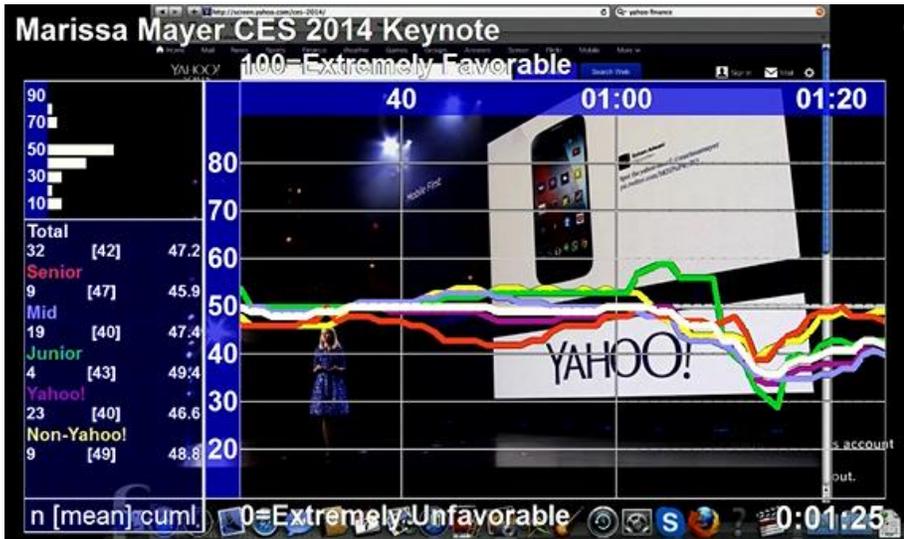
With Pogue, Katie Couric, John Legend and the SNL cast, the Yahoo keynote was not lacking in entertainment value. In fact, the peak moment for the dial group came during the SNL Live Weekend Update skit where Al Sharpton (played by SNL's Kenan Thompson) confused Yahoo! with the milk chocolate beverage Yoo-hoo.



SNL's Kenan Thompson got laughs and high marks from the dial group. High entertainment value did not have much impact on Yahoo's general favorability rating though.

The Misses

Starting off with a thud, Ms. Mayer hit her most unfavorable moment of the keynote early on when she stated that Yahoo was, “The second most loved brand in the world among consumers. Second only to Disney.”



The lines dropped across the board in reaction to Mayer's claim that Yahoo is only second to Disney as the most loved brand in the world.

This statement struck a decidedly bad chord with the group. Commented Madelin from Jama Software, “I’ve never seen the Yahoo brand rank that highly anywhere. It isn’t believable.” Amanda from Extensis agreed, “Starting off with that statement, she undermined her credibility for the rest of the keynote.”

David Pogue’s animated style did not resonate well with the dial group as he received the most unfavorable scores of any of the keynote presenters. Respondents commented that his presentation looked “out of synch” with the rest of the presentations and his “preachy” style was offsetting and hard to digest.

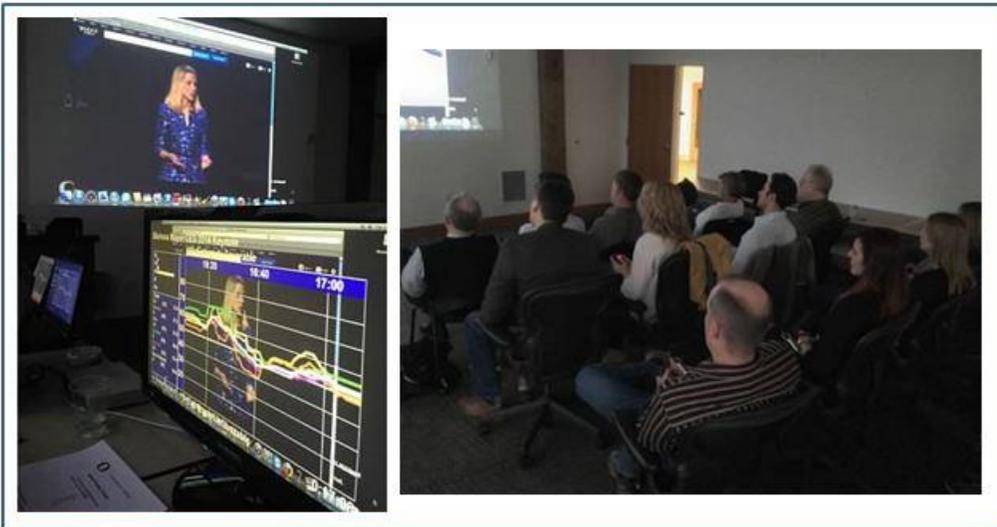


David Pogue stood out with the dial group but not in a good way. They felt his shtick didn't fit with the rest of the program.

The Method

This report is based on data and feedback collected during a 90-minute dial session with a group of 32 Portland-based technology professionals (20 men and 12 women) who viewed a live stream of Yahoo President and CEO Marissa Mayer's keynote address during the 2014 Consumer Electronics Show. Perception Analyzer dials were used to collect respondents' continuous feedback as they watched the keynote as well as to gather attitudinal feedback from the group both prior to and after the keynote.

The Perception Analyzer has been the gold-standard tool for capturing quantitative discreet and Moment-to-Moment feedback for 25+ years. The dial-based system allows you to capture feedback and reactions to any form of test material including concepts and messages, storyboards and advertising, television personalities and programming, political speeches and debates, and more.



About Dialsmith

Through our tools and services, Dialsmith enables the collection and display of continuous audience feedback for use in market research, audience engagement and live event scoring. We are the worldwide developers, marketers and sellers of both offline and online dial and slider based tools, including Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. Our tools have been featured and used in more than 45 countries and by some of the most influential brands and institutions in the world, including: CNN, BBC, SKY, Food Network, MTV, VH1, ESPN, Nike, TED, HSN, MIT, and The Washington Post. To learn more, visit www.dialsmith.com.

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