

Mintel partners with VYou to start conversation between analysts and audience

LONDON, UK: Leading market intelligence providers Mintel have unveiled a digital marketing campaign to engage their online audience and showcase their flagship *British Lifestyles Report* by creating an [interactive microsite](http://www.mintel.com/britishlifestyles) in partnership with VYou.com - available at www.mintel.com/britishlifestyles.



Mintel's *British Lifestyles Report* gives an extensive and in depth picture of the British consumer in 2011, covering all of Mintel's consumer sectors. For the first time, visitors to the site will be able to engage directly with Mintel's dedicated sector analysts via video by using VYou's video streaming technology and watch their filmed response. Visitors can choose to speak to any of Mintel's consumer analyst team, asking questions on sectors such as Food and Drink, Technology and Entertainment - as well as consumer trend areas such as reactions to the economy and lifestyles.

Alistair Vince, marketing director at Mintel, said: "Our flagship *British Lifestyles 2011* report gives a complete overview of how consumers think, feel and spend in Britain today. It is therefore fantastic to work with VYou to enable visitors to tap into the sector expertise of our best in class analyst team and interact directly with each sector. VYou's interactive video stream will enable us to showcase the dynamism and expertise of our analysts but also give us the opportunity to engage with our audience - incorporating their questions into the microsite to make it more relevant as time goes on and providing a wealth of trends and market intelligence for visitors to return to."

16 consumer sectors

Rex Sorgatz, CMO of VYou, said: "By making their top research experts available, Mintel has found the perfect use of VYou. We're excited to read *British Lifestyles 2011* and begin interacting with the analyst team."

Stemming from a landing page of an interactive infographic, visitors to the microsite can click through to a choice of 16 consumer sectors. Each sector features interactive infographics for visitors to view data visualisation of 16 consumer markets and downloadable infographic PDFs for future use available free of charge. Alongside this, [a dedicated Mintel sector analyst is available for each section](#) via VYou to answer questions about the sector.

Visitors will first see a recorded loop video of the analyst with content appropriate to the sector they represent and can either type a question in the box below to get a video response - or view previous questions and answers via the side panel.

The site will be available for a limited period at www.mintel.com/britishlifestyles.

Visitors to the site can click through to purchase the full report at the Mintel Store or Mintel clients can link

directly through to accessing the report via their subscription page.

For more, visit: <https://www.bizcommunity.com>