

Nick Agafonoff - Real Storyteller

Commercial **Video Ethnographer**



www.authenticvideo.com.au

Nick Agafonoff is one of the world's most experienced field researchers in commercial video ethnography. He has produced 100s of video ethnography projects for companies like Google, YouTube, Facebook, Woolworths, Nestle and many more. His specialty is exploring consumer cultures and capturing lived experiences of brands, products and services.



RESEARCHER | FILMMAKER

Nick combines the skills and experience of a commercial qualitative market researcher with the storytelling instincts and technical know-how of a documentary filmmaker. He possesses an Honours Degree in Social Sciences from the ANU, and, a Masters degree in Media Arts & Production from UTS.



Clientele

- Research & Design Agencies** / Subcontractor / Research Assistant
- Independent Researchers & Consultants** / Subcontractor / Research Partner
- Businesses & Government Agencies** / Contractor / Lead Researcher

Video Ethnography has never been so accessible

Video ethnography used to be time-consuming and expensive to undertake. But thanks to advances in technology, exploring everyday human realities through observational filmmaking has never been so accessible or affordable. We can now collect high quality visual data more easily and edit interviews more efficiently for rapid ethnographic insight.

- **Auto Ethnography** - Smart phones and cloud sharing enable easy collection of self-documentation in the form of video and still diaries.
- **Remote Ethnography** - Video call platforms (like Zoom) enable access to in-situ occasions and social contexts with limited reactivity.
- **AI Supported** - Tools like Descript now allow for rapid transcribing and editing of verbal data into insight sequences.

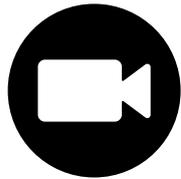
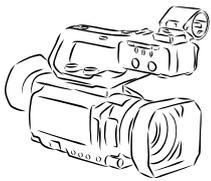
FIELDWORK . ✨ INQUIRY.



Usage | Behaviour | Occasions | Rituals | Practices | Culture | Contexts

Research Services

- **Product Usage Studies:** Record consumers as they use products in their daily lives to understand real-world applications and identify areas for improvement.
- **Shopping Behaviour Analysis:** Observe and document consumer interactions within retail environments to uncover purchasing decisions and preferences.
- **Brand Perception Exploration:** Capture consumer discussions and interactions related to brands to gain insights into brand perception and loyalty.
- **Cultural Trend Identification:** Document emerging consumer behaviors and cultural shifts to inform product development and marketing strategies.
- **User Experience Evaluation:** Record consumers as they engage with digital interfaces or services to identify usability issues and areas for enhancement.



Outputs

- **Video Insights** - Carefully crafted video insights from ethnographic studies
 - *Headline* - Key Insight
 - *Evidence* - Key Quotes, Observations
 - *Implication* - So what for Marketing strategy etc.
- **Video Storytelling** - Deep dives into personas, scenarios, customer journeys etc.
 - *Context* - Who they are, How they live, What they live for
 - *Role* - Function of brand, product or service in everyday life
 - *Tension* - Areas of frustration within lived experience
 - *Solution* - How it can be improved from subjective standpoints
- **Expository Documentary** - A powerful tool that combines narration, visuals, and interviews to present key insights, evidence and implications, helping clients communicate complex information and engage research audiences
 - *Short* - 10-15minutes | *Medium* - 30-35 minutes | *Long* - 1hr+

Project Costs

Nick has designed flexible packages to suit your needs and budget.

Basic	Standard	Premium
Small Study	Medium Study	Large Study
<ul style="list-style-type: none">• 6-8 Participants• 5-7 Days• Video Insights	<ul style="list-style-type: none">• 10-12 participants• 8-10 Days• Video Storytelling	<ul style="list-style-type: none">• 15-20 participants• 12-15 Days• Expository Film
\$ 6K	\$ 10K	\$ 15K

*Costs vary in terms of methodology, sample set, recruitment costs, incentives, travel costs, accommodation, formal debrief etc.



COMPETITIVE DAY RATE

Alternatively, Nick can work according to a competitive day rate for research agencies and independent researchers/consultants.

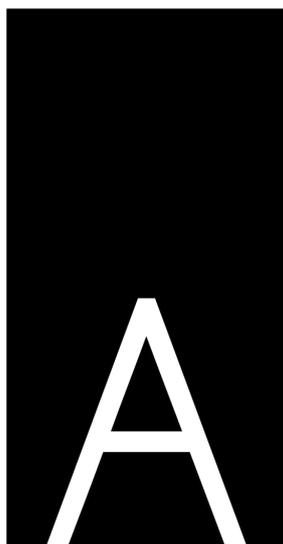
Additional Details

Billing Options

25% up front and 75% with deliverable.

Contact Details

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