Lighting Opportunity Mapping: Keyword Universe

SEARCH CRITERIA FOR CONTENT RETRIEVAL

Your approval checklist for what content we pull.

PREPARED FOR	DATE	DOCUMENT TYPE
3M Strategic Innovation Office	06 October 2025	Draft for Client Alignment

What This Document Is

These keywords define the dragnet across Reddit, YouTube, TikTok, Amazon reviews, and other platforms. Before we retrieve thousands of posts and videos, you validate the search terms.

What this is NOT: Pain points, jobs, or workarounds. We haven't found those yet. These are the words people use when they talk about home lighting. The insights come later.

How to Use This

1. Review the Universal Keywords (Section 1). These work everywhere.

2. Scan Platform-Specific Terms (Section 2). Some words only work on certain platforms.

3. Mark your adds/deletes in the sign-off section.

4. We refine and execute.

Research Questions This Serves

Every keyword maps to one or more core questions:

- What lighting problems do consumers struggle to solve?
- What compensating behaviors exist? (hacks, workarounds, makeshift solutions)
- Where do 3M products already appear in solutions?
- What does success look like when lighting finally works?

Section 1: Universal Keywords

These terms retrieve relevant content across all platforms. Priority determines budget allocation.

P0 (Must Include) — Core Functional & Pain Terms

CATEGORY	KEYWORDS	WHY THESE MATTER
Functional	brightness, dimmable, warm/cool color temperature, LED strip lights, under-cabinet lights, motion sensor lights, smart bulbs, ambient lighting, USB-powered	How people describe what they want lighting to do
Pain/Frustration	flickering, harsh light, glare, too bright, too dim, dark corners, adhesive failure, buzzing	Direct problem language—high signal for unmet needs
Outcome	cozy glow, even illumination, glare-free, energy saving	Success-state language—tells us what "working" looks like
Workaround/Hack	LED strips, dimmer switches, diffusers, filters, Command strips, peel-and-stick	Compensating behaviors—signals of product gaps

CATEGORY	KEYWORDS	WHY THESE MATTER
Room/Context	kitchen, bedroom, living room, home office, closet, hallway, under cabinets	Situational framing—jobs vary by space
Installation	peel-and-stick adhesive, battery powered, USB, plug-in, no wiring, removable	Installation barriers drive product choices

P1 (Should Include) — Nuance & Specificity

CATEGORY	KEYWORDS	WHY THESE MATTER
Functional	color-changing/RGB lights, remote control, voice control, rechargeable, sunset lamp, fairy lights	Emerging trends and aesthetic preferences
Pain/Frustration	uneven lighting, eyestrain, buzzing, adhesive residue, app glitches	Secondary pain points with strong engagement
Outcome	aesthetic vibe, mood lighting, safe navigation at night, productivity boost	Emotional and functional outcomes beyond basics
Workaround/Hack	repositioning fixtures, extra 3M tape, smart plugs, timers, mirrors to reflect light	Creative problem-solving—innovation signals
Room/Context	dorm room, gaming setup, vanity, pantry, garage, stairway	Niche spaces with specific needs
Installation	magnetic mount, cuttable strips, aluminum channels, app control	Advanced installation preferences

CATEGORY	KEYWORDS	WHY THESE MATTER
Constraint Language	renter-friendly, landlord-approved, damage-free, non-permanent, lease-safe	**Hypothesis to validate:** Removability as decision driver

> **Note on Constraint Language:** "Renter-friendly" appeared organically in preliminary scans (Reddit, YouTube, Etsy). We're testing whether this is a niche or a mainstream concern. Signal strength will be quantified during retrieval.

P2 (Nice to Have) — Edge Cases & Trends

CATEGORY	KEYWORDS
Functional	hand-wave sensors, gesture control, cove lighting, wall sconces, track lights
Pain/Frustration	battery drain, remote lag, connectivity issues
Outcome	Instagram-ready, plant growth lighting, reading-friendly
Workaround/Hack	power banks, micro-controllers, stacking fairy lights, jar lighting

Section 2: Platform-Specific Keywords

Some terms only work on certain platforms. This prevents wasted retrieval.

Reddit / Forums

Why it works: Long-form problem-solving. High signal for technical failures.

ADD TO UNIVERSAL	PLATFORM-SPECIFIC
All P0 + P1 keywords	voltage drop, circuit breaker, neutral connection, appliance startup flicker, troubleshooting steps

Filters: ≥10 upvotes, 2023-2025 posts, subreddits: r/HomeImprovement, r/DIY, r/Lighting

YouTube

Why it works: Visual tutorials. High signal for installation methods and product demos.

ADD TO UNIVERSAL	PLATFORM-SPECIFIC
All P0 functional + installation keywords	anti-glare products, louvers, color temperature under 3000K, LED-compatible dimmer

Filters: ≥50k views, 2023-2025, comments enabled

TikTok / Instagram

Why it works: Aesthetic transformations. High signal for emotional outcomes and hacks.

ADD TO UNIVERSAL	PLATFORM-SPECIFIC
P0 outcome + workaround keywords	#DIYLighting, #HomeHacks, cloud ceiling, sunset lamp, behind-TV backlight, RGB, aesthetic room

Filters: ≥100k views (TikTok), ≥10k likes (Instagram), 2023-2025

Pinterest

Why it works: Aspirational ideas. High signal for desired outcomes.

ADD TO UNIVERSAL	PLATFORM-SPECIFIC
P0 outcome keywords	floating shelf lights, ceiling perimeter strips, mirror backlighting, neon sign DIY, reading nook

Filters: ≥500 saves, recent pins

Etsy / Amazon Reviews

Why it works: Purchase behavior. High signal for what's working/failing in products.

ADD TO UNIVERSAL	PLATFORM-SPECIFIC
P0 functional + pain keywords	weak adhesive, brightness levels, motion sensor sensitivity, battery life, magnetic mount failure

Filters: ≥4 stars (success), ≤2 stars (pain), verified purchase, 2023-2025

Quora

Why it works: Direct questions reveal specific problems.

ADD TO UNIVERSAL	PLATFORM-SPECIFIC
P0 pain keywords	how to soften LED glare, advice for renters, buzzing fluorescent lights

Filters: ≥50 upvotes, 2023-2025

Section 3: Exclusion Safeguards

What we filter OUT to prevent noise:

- Commercial/industrial lighting (high-bay, warehouse, office panels)
- Automotive/vehicle lighting
- Outdoor landscape lighting (except porch/entryway)
- Photography/videography lighting (studio, ring lights for filming)
- Medical/clinical lighting
- Aquarium/terrarium lighting
- Plant grow lights (unless home décor context)

Section 4: Quality Filters

Engagement Thresholds by Platform

PLATFORM	MINIMUM THRESHOLD	WHY
Reddit	≥10 upvotes	Filters spam, validates community agreement
YouTube	≥50k views	Ensures content reached critical mass
TikTok	≥100k views	Viral threshold for trends
Instagram	≥500 likes	Meaningful engagement
Amazon/Etsy	≥10 reviews	Validates purchase behavior

PLATFORM	MINIMUM THRESHOLD	WHY
Quora	≥50 upvotes	Expertise validation

Date Ranges

2023-2025: Captures current LED/smart home tech. Older content risks outdated product references.

Section 5: 3M Adjacency Tracking

We'll flag where these already appear in consumer solutions:

- Command hooks/strips (mounting, cord management)
- Scotch tape (reinforcement, adhesive backup)
- 3M adhesives (LED strip mounting)
- 3M films (diffusion, glare reduction—inferred)

Tracking question: Are consumers already using 3M products to solve lighting problems? Where are the gaps?

Client Action Items

Your Review Checklist

1. Add keywords we missed. What terms does your team use internally that consumers might also use?

2. Delete keywords that don't align. If a term doesn't map to a product opportunity, remove it.

3. Flag platform priorities. Which platforms matter most for Command brand insights?

4. Confirm renter hypothesis. Should we validate "renter-friendly" language as a distinct market signal?

Sign-Off

ADDS:

[Client fills in]

DELETES:

[Client fills in]

PLATFORM PRIORITIES (RANK 1-3):

Reddit: ___ YouTube: ___ TikTok/Instagram: ___ Amazon/Etsy: ___

RENTER HYPOTHESIS (Y/N):

Should we quantify "renter-friendly" signal strength as a potential niche? ___

APPROVED BY: _____ **DATE:** _____

Next Step: Upon approval, we execute the dragnet and return with categorized content samples for Phase 2 analysis.