**Lighting Opportunity Mapping: Keyword Universe**

*Search Criteria for Content Retrieval · Draft for Client Alignment*

Prepared for: 3M Strategic Innovation Office

Date: 06 October 2025

Document Type: Draft for Client Alignment

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## **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 have not 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 |
| **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 |
| **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 are 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 is 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 |
| **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 will 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 do not align. If a term does not 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Deletes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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