

LET'S DISCOVER

THE BEAUTY IN DATA



HELLO



ANDRZEJ

Co-founder &
Innovation Partner



MATTEO

Client Lead



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Associate Director
of Strategy

WE ARE A

NEXT GEN

INSIGHTS AGENCY

Experts in uncovering growth through advanced analytics and strategy consulting.

We work with a **unique mix of unprompted consumer data to unearth new insights to discover opportunities.** We believe this is best identified through the analysis of online communities and future growth signals that often lie unseen.

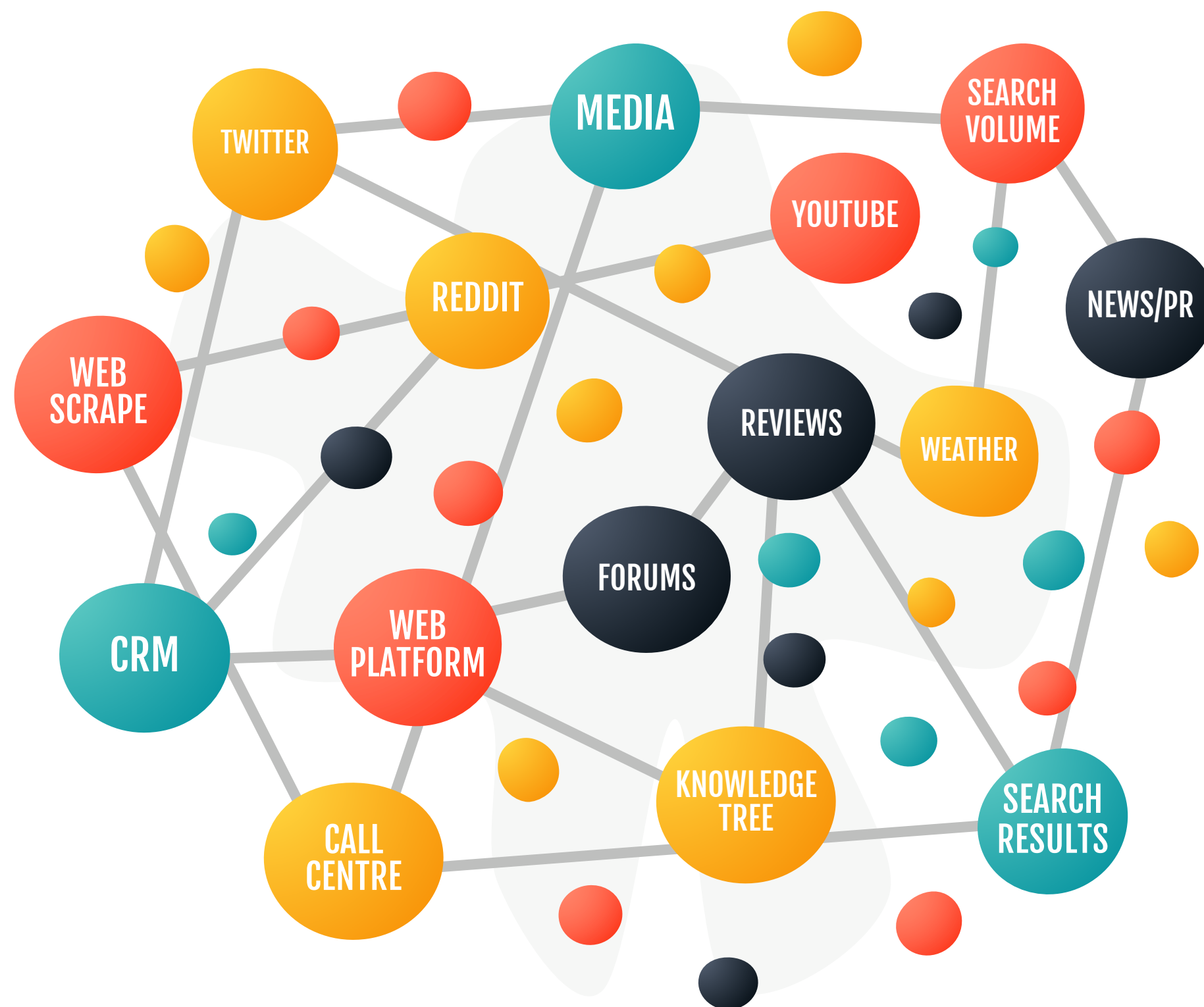


WE BUILD BRANDS
WORTHY OF
ADVOCACY

FOLLOWING BREADCRUMBS

WE LISTEN TO CONSUMERS ACROSS DIFFERENT DATASETS

Our relationships with analytics tools, data vendors and clients provides us with constant exposure to new analytical opportunities and functionality. While we have a preferred list that is updated on a continuous basis, we are data- and tool-agnostic; creating bespoke 'data recipes' for each project that are tailored to the insight requirements of the relevant stakeholders and encourage collaboration with partners.



MACRO TO MICRO THE INSIGHTS FUNNEL

Where is culture & society going?

What drives influence?

Who are the consumers before us?

What products/messages/moments matter?

How do consumers think/feel/do/buy along the journey?

What engages?

How are brands performing?

WHERE TO PLAY

Unpacking the category dynamics
Understanding cultural shifts
Direction of trends and moments
Segmentation of needs

HOW TO WIN

Product claims and benefits
Messaging hooks
Drivers of engagement
Customer journey / CRM



TRIBES

PEOPLE INSIGHTS

Scouring the digital landscape to uncover new communities and true insight into how people think, feel and behave; helping you adapt to meet evolving consumer needs.



TIDES

MARKET & CATEGORY INSIGHTS

A richer understanding of how the world and your market is evolving, and which new streams of growth present the most significant opportunities.



TRACE

ADV. ANALYTICS

Uncovering novel earned equity measures to assess brand and category performance and model against sales and campaign performance.

02

RECAP: INGREDIENTS RADAR

A SUCCESSFUL PARTNERSHIP AROUND TIDES

THE CONTEXT IS THAT

The beauty industry is a rapidly evolving environment, and our consumers are evolving along with it. Our knowledge-hungry consumer is constantly on the look out for new ingredients to add to their routines and bring out their best selves.

WE SET OUT TO

Identify emerging ingredients of interest to consumers in skincare and haircare, as well as the attributes and stories that can help L'Oréal brands better incorporate them into the brand narratives and product claims.



SEARCH DATA TOLD US...

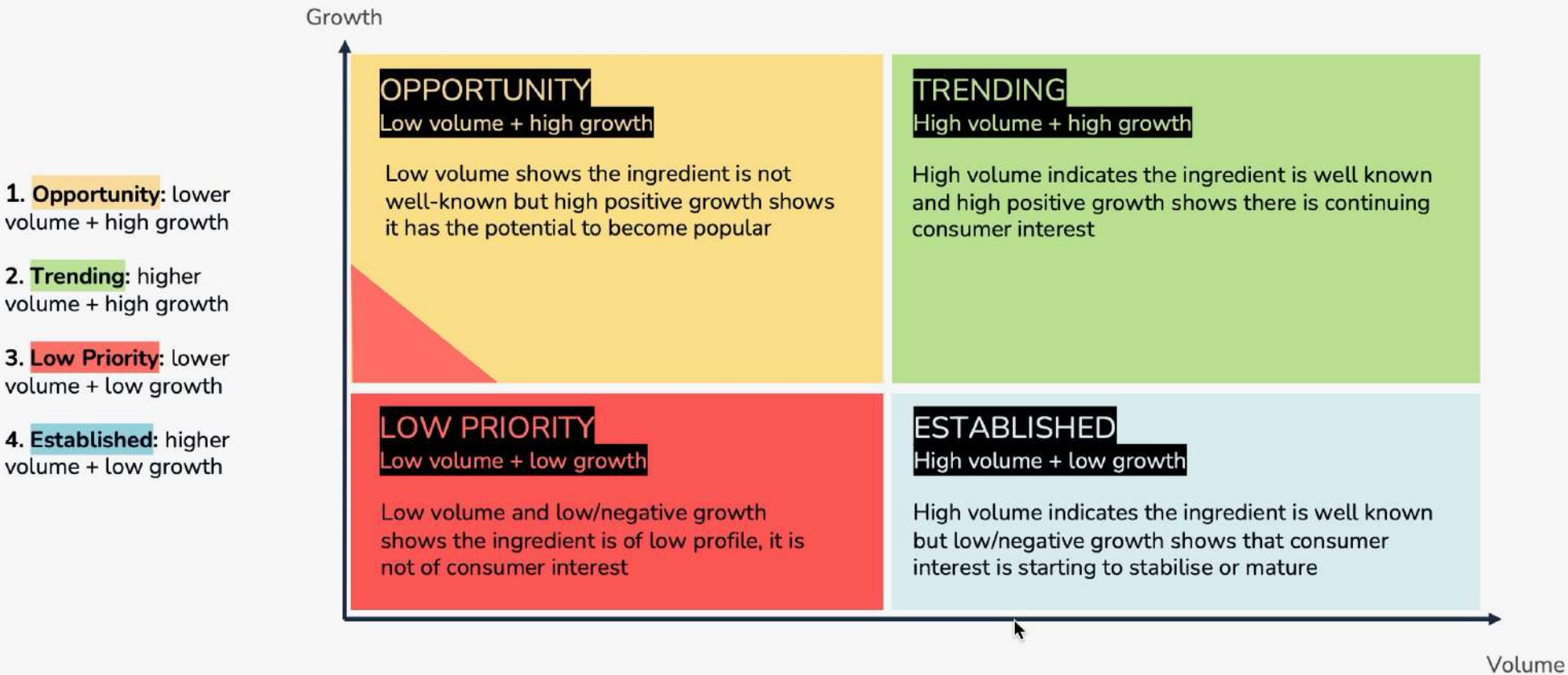
WHAT INGREDIENTS

DO PEOPLE LOOK

FOR IN BEAUTY?

PRIORITISATION FRAMEWORK

By analysing all 150 ingredients against our filter criteria, we can plot their relative positions on a graph to give more context to all the data we had access to. Then, we could identify any pertinent themes that came through from the ingredients.



Freemavens for L'Oréal

WHAT INGREDIENTS DO PEOPLE GOOGLE IN BEAUTY CATEGORIES?

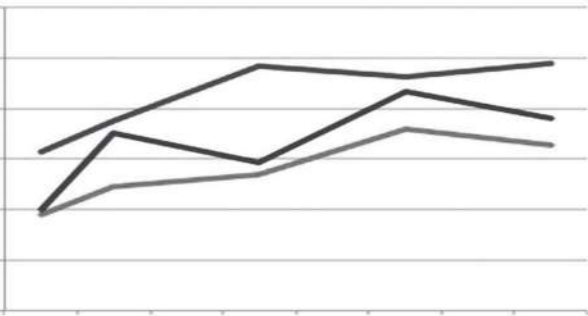
body scrub | 🔍

body scrub coffee

body scrub shea

body scrub salicylic acid

WHICH ONES ARE SEARCHED FOR A LOT?
WHICH ONES ARE SEARCHED FOR MORE THAN BEFORE?



SOCIAL DATA TOLD US...

HOW DO PEOPLE

UNDERSTAND AND

EXPRESS STORIES?

ALLANTOIN

OPPORTUNITY



Superhero overnight solution for dry, rough skin

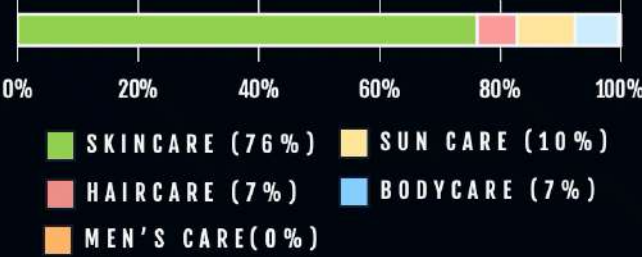
SOCIAL (0.2% SHARE)

7K MENTIONS | 22% CAGR

SEARCH (0.1% SHARE)

42K SEARCHES | +15% CAGR

CATEGORY SPLIT



Source: Brandwatch Social Data, Google Keyword Planner
Search dates: April 2019 - March 2022

CONSUMER INGREDIENT STORY

WHAT IT DOES FOR ME?

I'm impressed with how good Allantoin is at soothing the skin and how effective it is in targeting dry, irritated skin.

WHY I LOVE IT?

I like to use Allantoin in formats which might otherwise be too harsh for my skin e.g. toners, especially as I have sensitive skin. I've also noticed that it quickly (almost overnight) clears up very dry, rough skin.

SOCIAL DATA (no. of mentions)

TOP BENEFITS

1. Skin Healing (4k)
2. Skin Moisturising (3k)
3. Complexion Improving (3k)
4. Skin Protecting (2k)
5. Glow Enhancing (2k)

TOP NEEDS

1. Targeting dry skin (2k)
2. Suitable for sensitive skin (2k)
3. Combatting acne (1k)

TOP ASSOCIATED INGREDIENTS

1. Glycerin
2. Aloe Vera
3. Vitamin B5

SEARCH DATA (no. of searches)

TOP FORMATS

1. Cream (11k)
2. Moisturiser (1k)
3. Lotion (1k)
4. Face Cream (600)
5. Toner (530)

TOP BRANDS

1. Cetaphil (4k, +150% YoY)
2. The Ordinary (700, +260%)

TOP PRODUCTS

1. Allantoin Paula's Choice (15k, +31%)
2. Dermatory Allantoin (2k, +39%)
3. Vivant Allantoin (2k, +143%)



CONTENT ANALYSIS



I wonder if that's why my dyshidrosis got better when I started using a moisturizer containing allantoin! Never knew that!

I've started using Cosrx Hydrium Watery Toner. It's pretty new. Seven types of HA, panthenol and allantoin. Nothing mind blowing, but a good, plain, hydrating and calming toner. Highly recommend!

CONTENT SPLIT

SOCIAL: 72%
NEWS: 28%

CONSUMER SENTIMENT



HOW TO LEVERAGE

- Use in products which might aggravate sensitive skin types as a soothing after effect
- Use language associated with treating skin issues like severe dry skin and promote the speed at which it clears up problem areas

BRAND SPECIFIC

It would be a good fit for a brand positioned towards combatting dry skin or other skin conditions, targeting those consumers with sensitive skin

WHEN CONSUMERS TALK ABOUT THE INGREDIENT, WHAT DO THEY SAY?

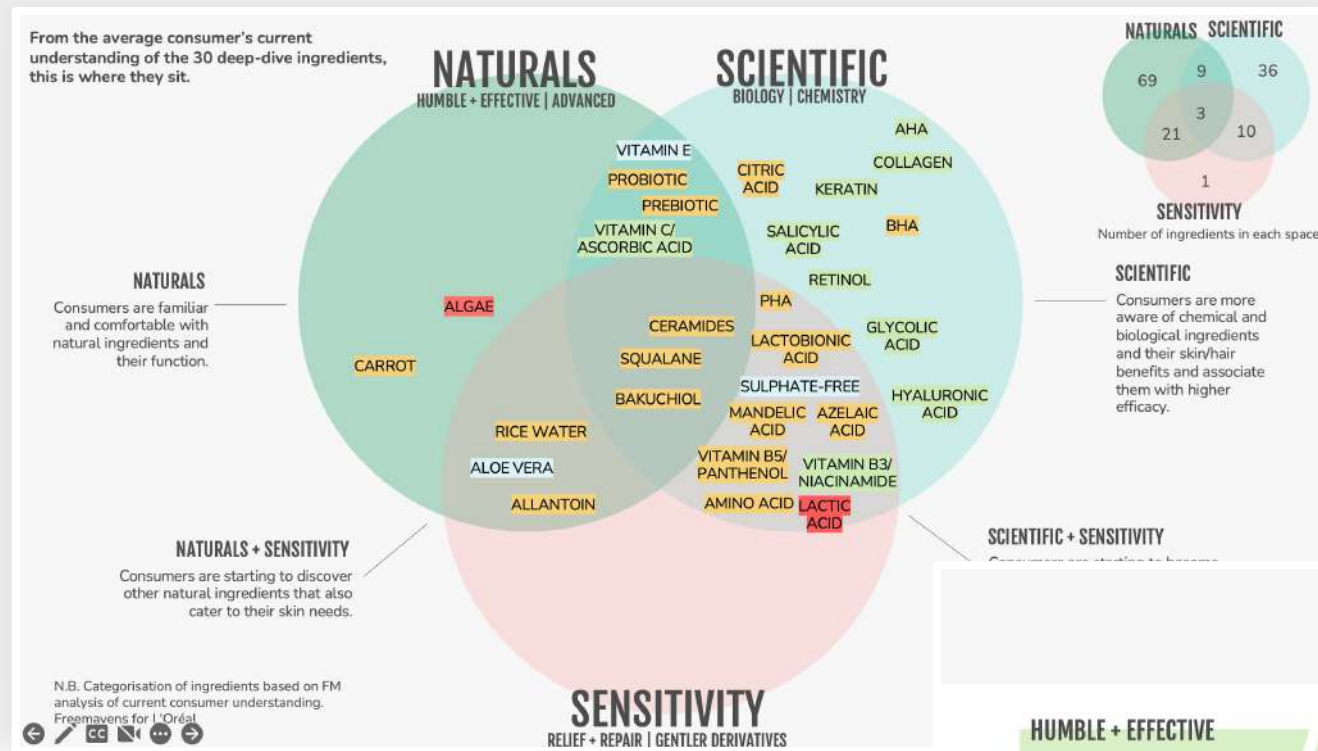
I love that this is eco-friendly...

This ingredient is just perfect for my allergies...

It works just as well, but is more gentle...

WHICH PRODUCTS OR BRANDS DO PEOPLE SEEK OUT FOR INGREDIENTS?

OIL CREAM SERUM BALM TONER
NIVEA CERAVE INKEY LIST KIEHL'S COSRX



OPPORTUNITY STORIES

NATURALS

HUMBLE + EFFECTIVE

We see some familiar, all-rounder ingredients being characterised as trustworthy staples for any skin/hair issue.

Example: Aloe vera

ADVANCED NATURALITY

There are some exotic (even luxurious) naturals that are also environmentally friendly, without comprising on efficacy

Example: Algae

SCIENTIFIC

BIOLOGY

We see consumers using products that boost or enhance their skin/hair on a cellular level. The focus is on stimulating cell production.

Example: Keratin

CHEMISTRY

Consumers are choosing chemical compounds that are proven to work. They explore acids with different effects and potencies for their various skin problems.

Example: Azelaic acid

SENSITIVITY

RELIEF + REPAIR

We see consumers choosing ingredients for their known soothing and healing properties. It's about tackling the skin/hair issue but also providing relief.

Example: Allantoin

GENTLE ALTERNATIVE

There is a need for gentle alternatives to make efficacy accessible. Consumers are wary of their sensitivities and look for specially suited products which allow them to achieve aspired beauty results with minimal irritation or damage.

Example: Lactic acid

GENTLE ALTERNATIVE

There is a need for gentle alternatives to make efficacy accessible. Consumers are wary of their sensitivities and look for specially suited products which allow them to achieve aspired beauty results with minimal irritation or damage.

MESSAGING

Effective beauty-care is accessible even to people with sensitivities to be mindful of.

PRODUCT

PRODUCT CLAIMS

Gentle and effective

Place emphasis on the gentleness of the product, and it's suitability for sensitivity combined with hard results-focused claims.

These product claims will aim to increase accessibility of the products.

MARKETING

PORTFOLIO

Build ranges around 'gentle efficacy' - clearly signposted for different sensitivity concerns.

Certain skin care formats (such as eye-cream) have a low search volume and present an opportunity for growth as a generally sensitive skin area for everyone.

TARGETING

Consumers with sensitive skin, who may or may not be ex-users of more harsh derivatives.

SCIENCE-ADJACENT ASSOCIATIONS

There are opportunities to create a digital database that highlights gentler alternatives to products, driving organic reach.

These gentle alternatives don't appear on their own in a vacuum, and they should be included as part of the tiered benefit messaged to consumers, using retargeting in Paid media.

EXAMPLE INGREDIENTS

BAKUCHIOL, MANDELIC ACID, LACTIC ACID, LACTOBIONIC ACID

IF YOU HAVEN'T ALREADY SEEN THE WORK, YOU CAN FIND IT ON

ONE INTELLIGENCE

03

INSPIRING POSSIBILITIES

REAL-LIFE USE CASES FOR DIFFERENT DATASETS

A stylized graphic of three overlapping waves in a light gray color, positioned to the left of the word 'TIDES'.

TIDES

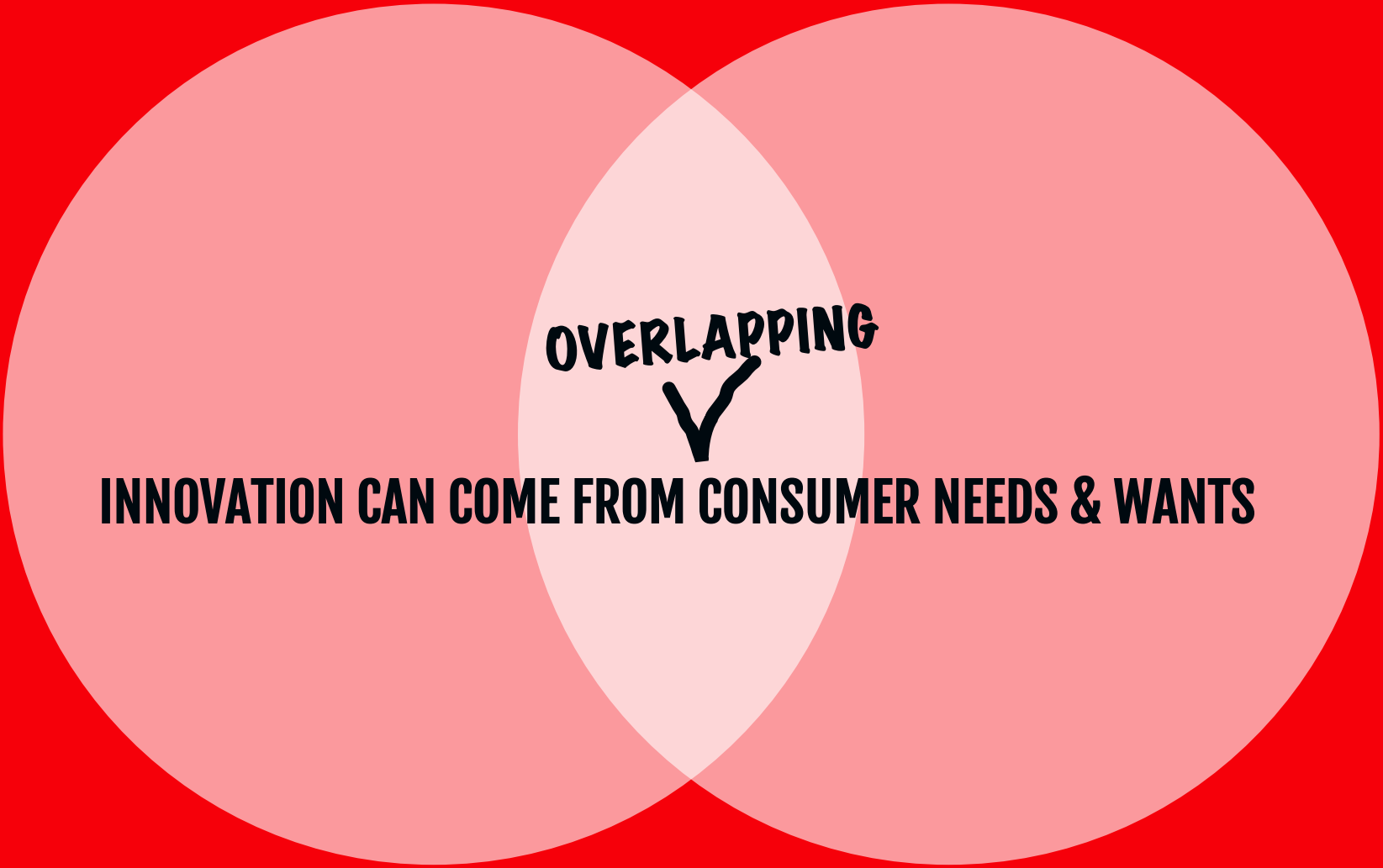
MARKET &
CATEGORY
INSIGHTS

How social and search data led to
growth opportunities for Coca-Cola

TCCC IDENTIFIED A UNIVERSAL SET OF NEEDS & WANTS

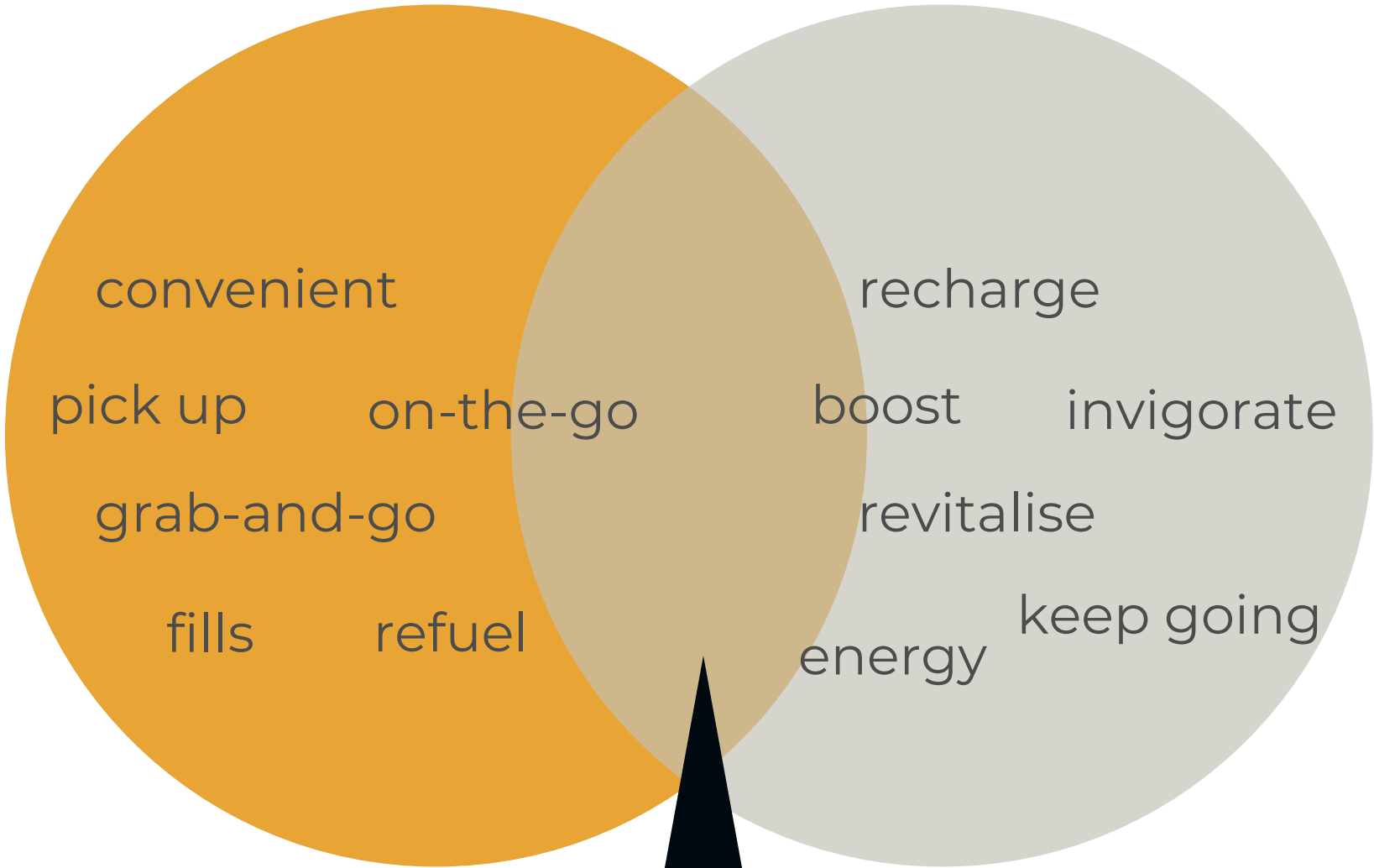


THEY WANTED TO SPOT FUTURE GROWTH OPPORTUNITIES



SNACKABLE

In my busy life I always feel the need to have something convenient & healthy that fills me up

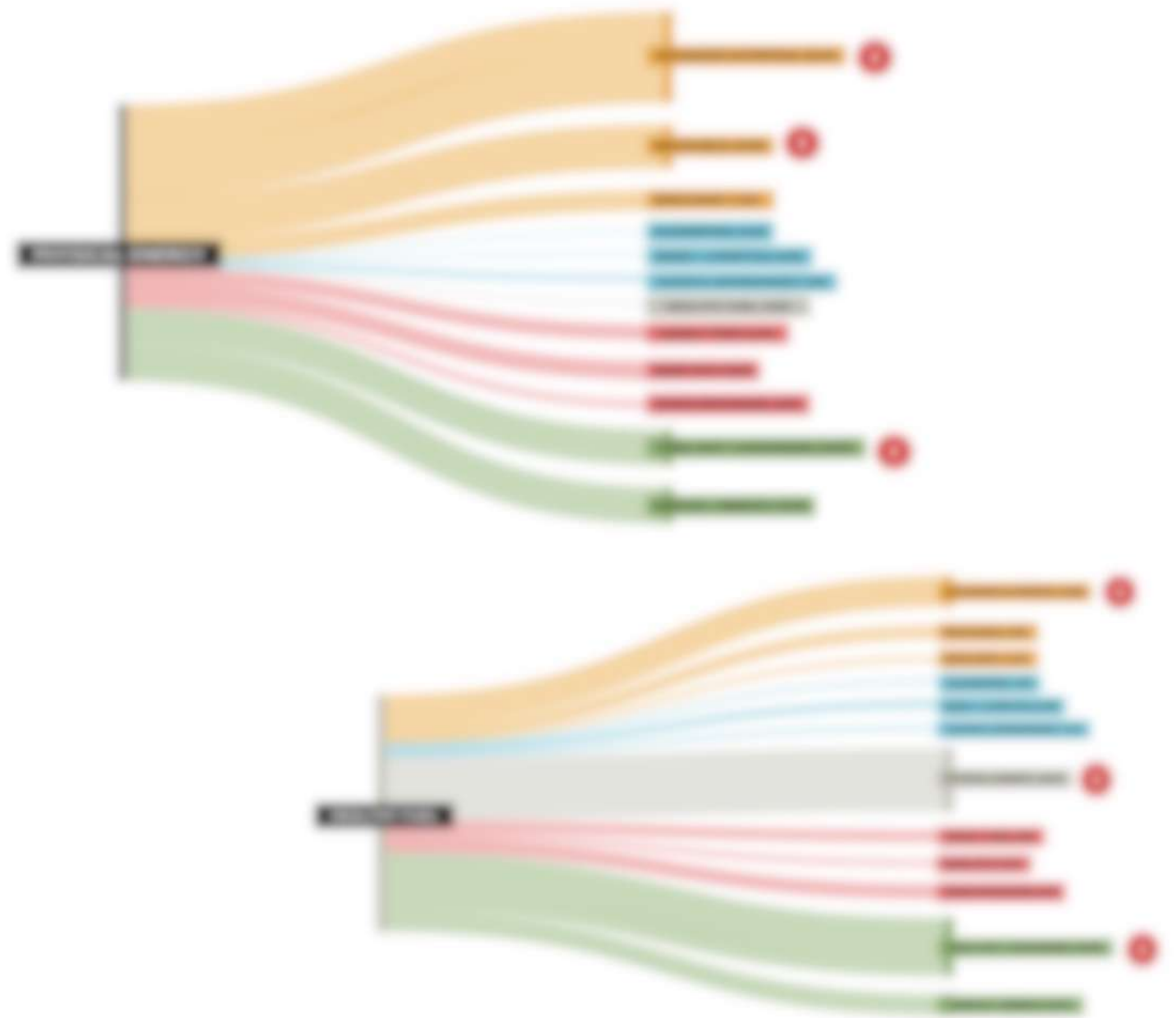


PHYSICAL ENERGY

Energy to face daily demands & getting the most out of my day. The main focus is the activity & performing

“Including a good source of protein is a much better option for **slow-release energy** and to keep you fuller for longer. If you’re pressed for time, **grab** a protein smoothie **on the way out** the door”

**WE COULD SIZE HOW
BIG THE OVERLAP
BETWEEN WANTS IS**



**PLOT WHICH
OPPORTUNITIES
ARE GROWING MOST**



AND UNCOVER THE DRIVERS OF HOW TO ACTION THEM

MOOD ENHANCER

+

CHILL OUT & COCOONING

Driven by consumer segmentation
Established target audience, low growth

"You can cultivate a diverse range of 'benefit' benefits to your gut by eating more probiotics and prebiotics. Probiotics are the live bacteria and yeasts that can help because they keep your gut healthy!"

"The 'New Antibiotic' brand will also boost intergenerational differences in the way we take our tea. While adding milk to tea can be a good idea, younger people are trying to add milk to tea, so adding more milk is a good idea!"

FOR

THE TRUTH IS

SO WE MUST

The consumer who is overwhelmed by the pace of life

Relaxing is necessary to boost one's mood and wellbeing

Create and promote products with mood-enhancing benefits

Encourage moments and rituals of relaxation

IMAGINE THE MOMENT

CONSIDER THE PROPOSITION

AT THE MOMENT
Consumers are stressed during work hours by needing a bath or putting on a face mask, being healthier and having a stressful work schedule. Health, instead of how healthy snacks.

AT THE MOMENT
Parents, stressed, with little time and budget to relax and the need to relax themselves after the kids have gone to sleep or school.

AT THE MOMENT
Younger consumers prefer their tea with plant-based milks, which are growing in popularity. The health benefits of tea, particularly green tea, are well documented.

AT THE MOMENT
Probiotics and fermented ingredients like kombucha, kefir and yogurt drinks keep our gut healthy. Due to the production of probiotics in the gut, these are proven to increase our mood.

CONSIDER THE PROPOSITION

- 1 Connect the physical and emotional benefits, such as the link between gut health and mental health.
- 2 Combine biological actions (probiotics, fermented) with social benefits (relaxing, self-care) as a natural way to feel good.
- 3 How might we leverage consumers' scientific understanding of mood in beverage product benefits (e.g. probiotic boosting)?
- 4 Can beverages take inspiration from beauty & personal care to offer ingredients/chemicals based benefits (e.g. 'bacteria to relax')?
- 5 Can we create rituals around our brands and products that help people relax and de-stress in their routine?

Source: Freemavens analysis of mood-related data, Jan 2020 - Sep 2020

MOOD ENHANCER

+

AT THE SNACKABLE

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Established target audience, low growth

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FOR

THE TRUTH IS

SO WE MUST

The consumer who gets together in many small places

Relaxing is necessary to boost one's mood and wellbeing

Create and promote products with mood-enhancing benefits

Encourage moments and rituals of relaxation

IMAGINE THE MOMENT

CONSIDER THE PROPOSITION

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PHYSICAL ENERGY

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FOR

THE TRUTH IS

SO WE MUST

The consumer who needs a physical break

Relaxing is necessary to boost one's mood and wellbeing

Create and promote products with mood-enhancing benefits

Encourage moments and rituals of relaxation

IMAGINE THE MOMENT

CONSIDER THE PROPOSITION

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AUGMENTED

+

MOOD ENHANCER

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Established target audience, low growth

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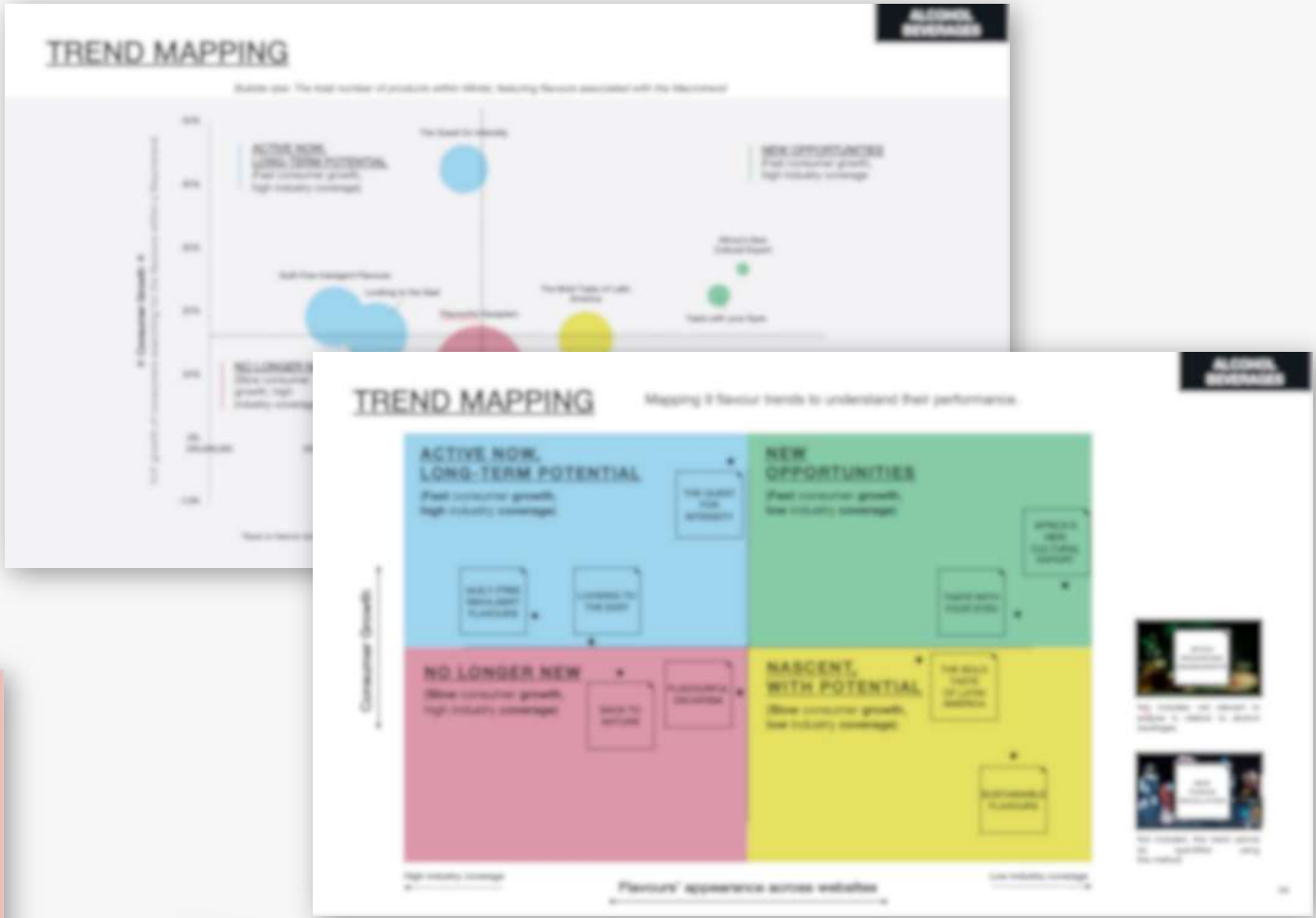
Source: Freemavens analysis of mood-related data, Jan 2020 - Sep 2020

Freemavens for L'Oréal

1. SIZE HOW MUCH SEARCH INTEREST EXISTS AROUND FLAVOURS



2. FIND WHITESPACES WITH FEWER WEBPAGES/MINTEL LISTINGS



3. BRIEF THE INNOVATION DEPARTMENT



USE CASE
FUTURE OF
FLAVOURS

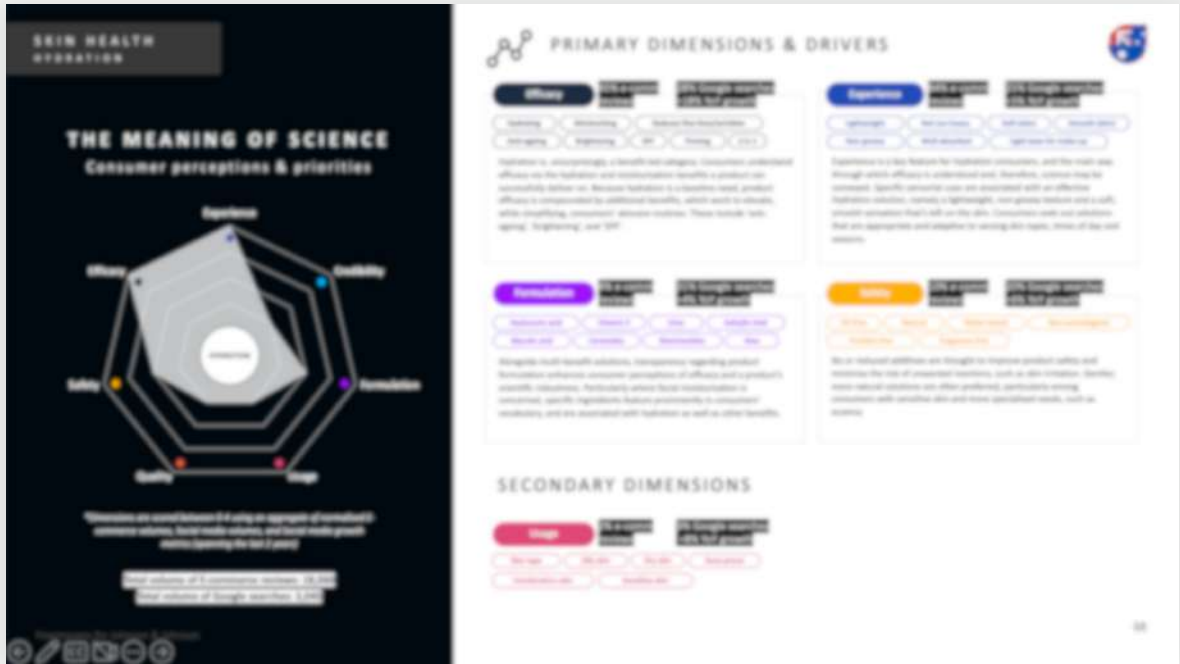
Transforming the innovation process through data that empowers the team to make evidence-based decisions, maximising the success of new product development and accelerating the time from idea to shelf.

Markets:
Europe: UK, France, Spain.
North America: USA, Canada.
Latin America: Argentina, Colombia, Mexico, Peru.
Asia: Japan

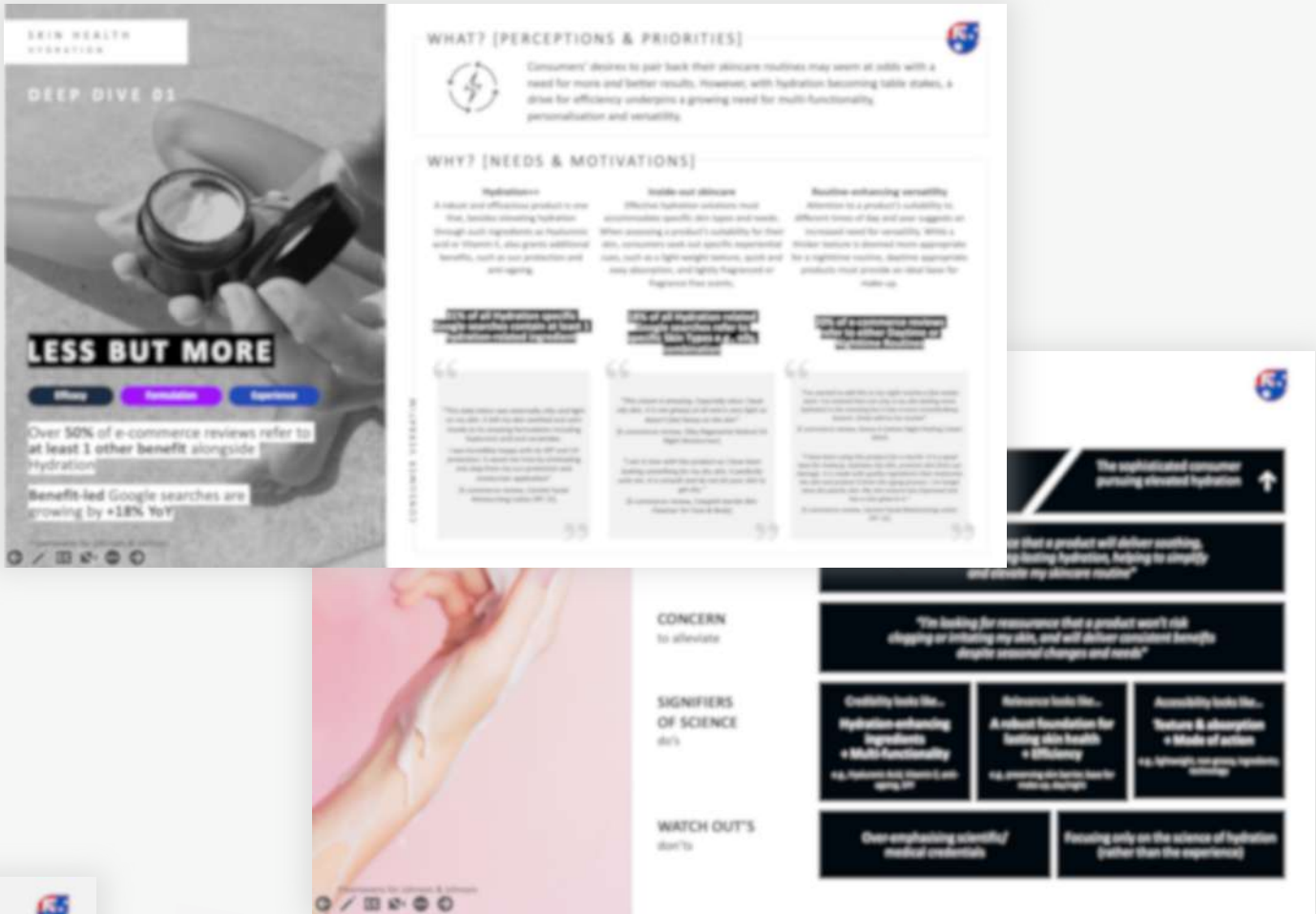


GOOGLE SEARCH

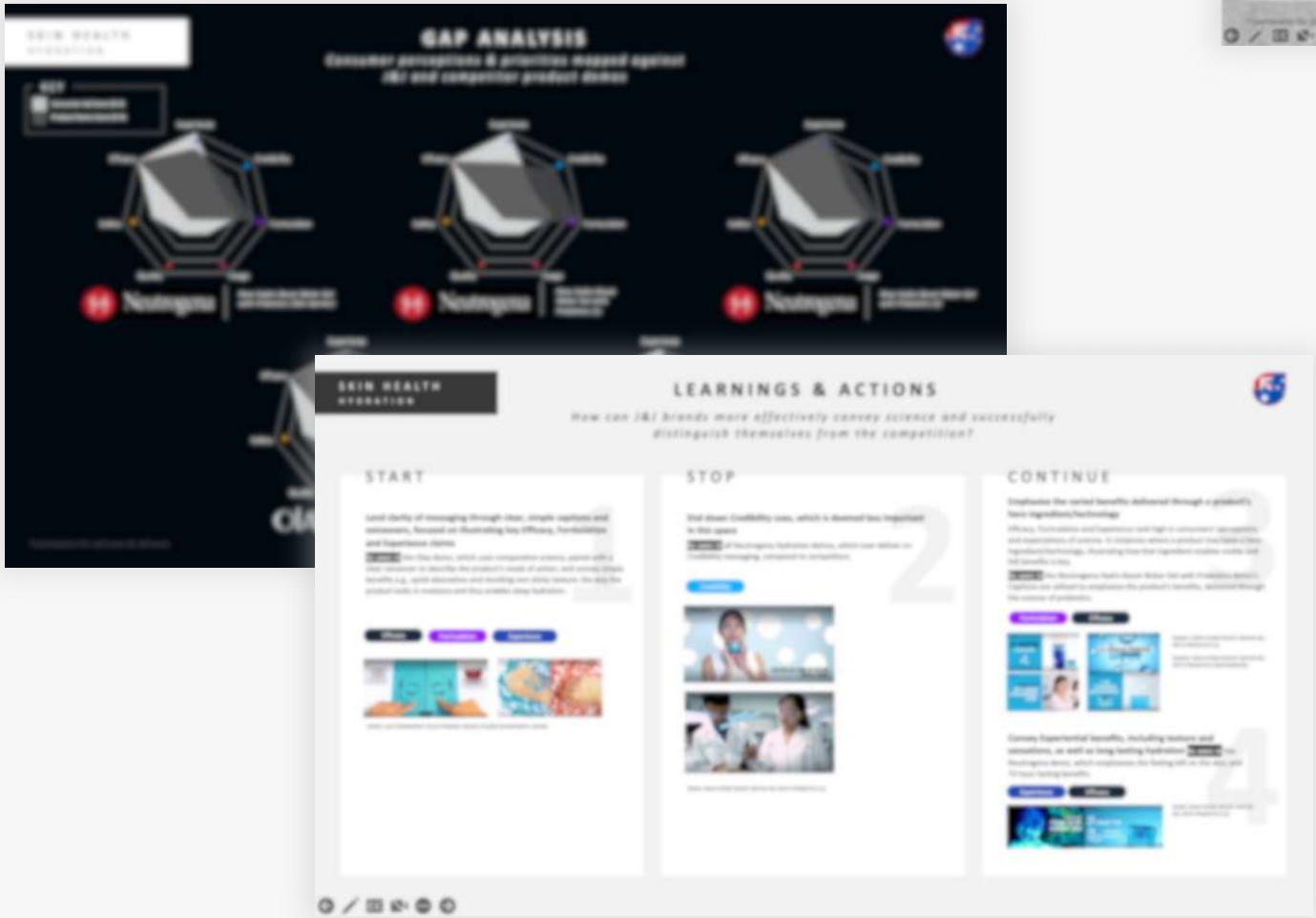
1. ANALYSE ATTRIBUTES CONSUMERS MENTION IN REVIEWS



2. SPOT WHAT DRIVERS MATTER (AND DON'T MATTER)



3. AUDIT COMPETITORS AND OWN COMMS



USE CASE
SCIENCE
THAT SELLS

The objective was to help Johnson & Johnson leverage its scientific credentials effectively. We mapped consumer language, needs and concerns to unlock how they understand and perceive the role of science within 3 need states – Skin Health, Essential Health and Self Care.

Markets:
Australia, China

E-COMMERCE REVIEWS

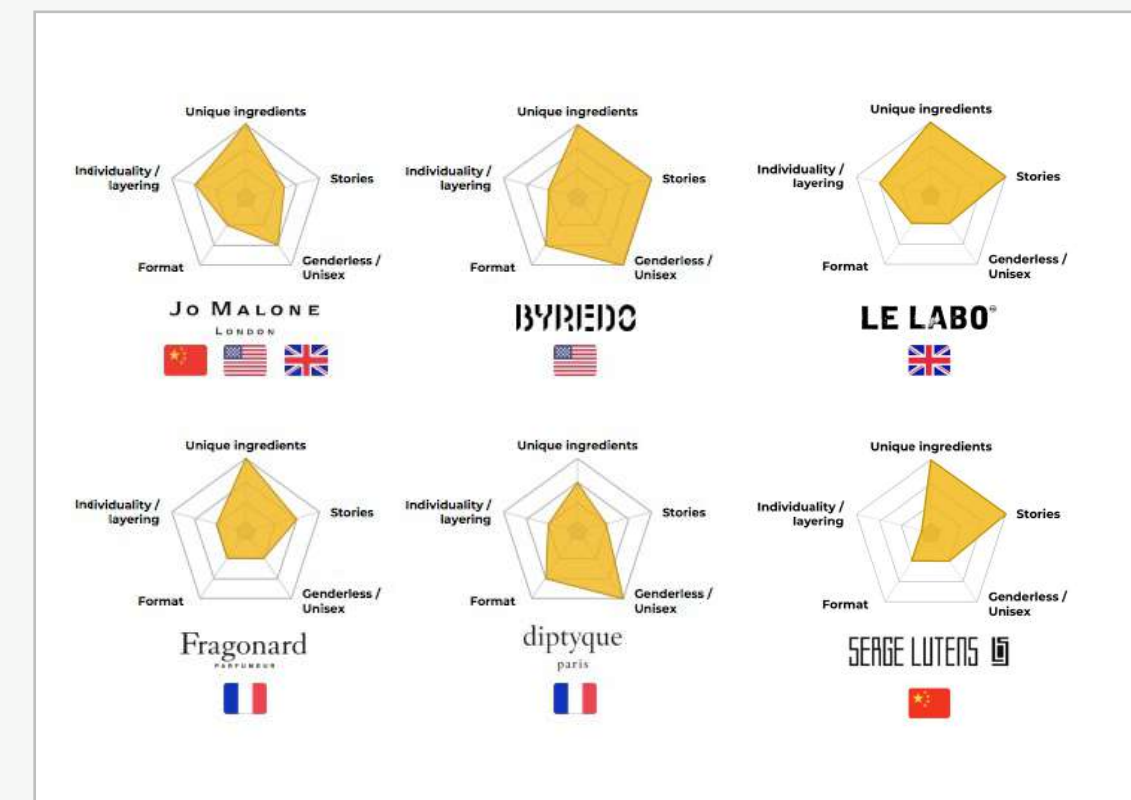
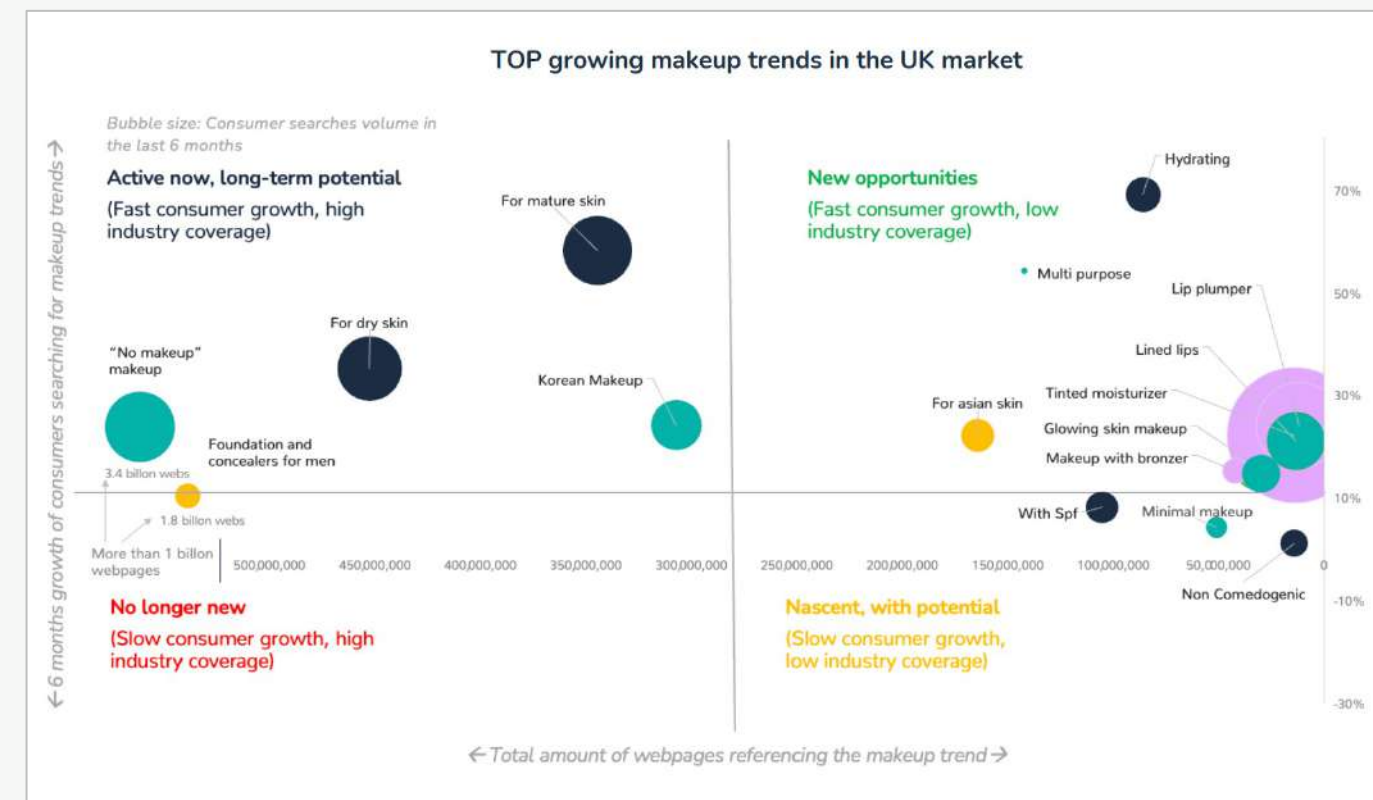
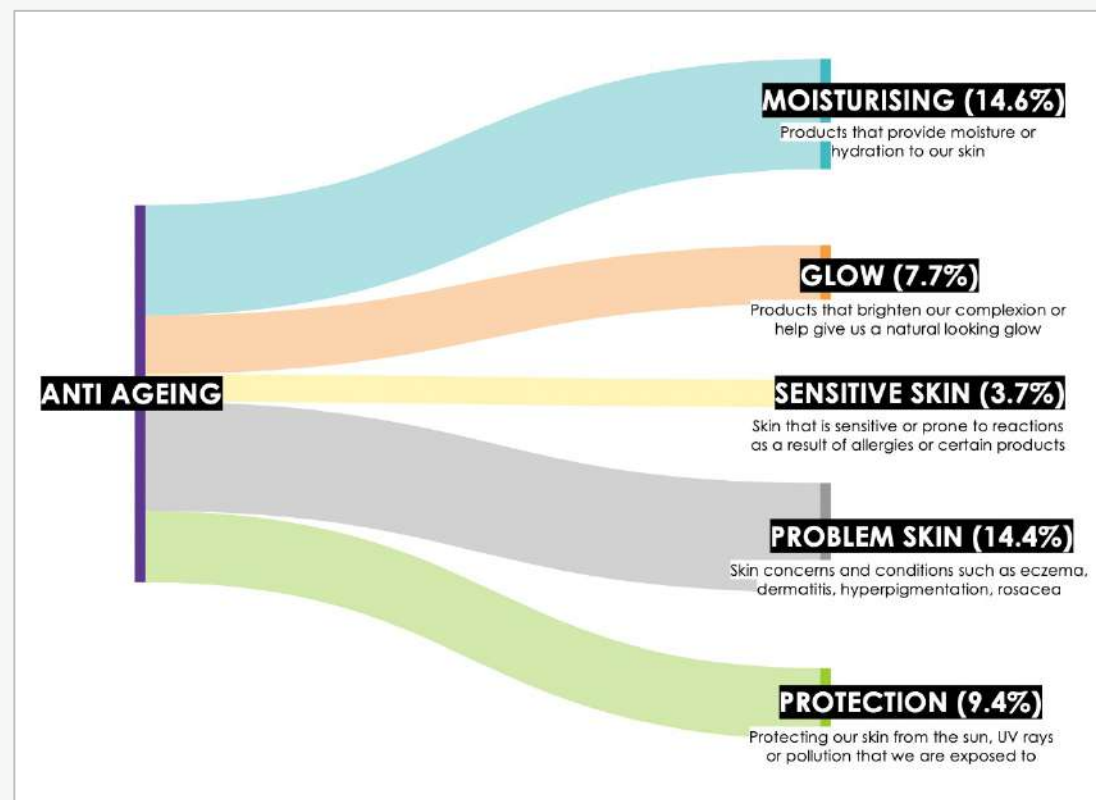
Johnson+Johnson

HOW COULD IT HELP L'ORÉAL TO...

MEASURE THE OVERLAPS
IN BEAUTY NEEDS?

COMPARE SEARCH TO
WEB RESULTS?

AUDIT COMPETITORS
IN REVIEWS?





How did Pernod Ricard made their
segmentation far more actionable?

PERNOD RICARD HAD DEFINED A SET OF CONSUMER SEGMENTS BASED ON SURVEYS



BUT THESE NEEDED TO BE GIVEN A HEARTBEAT IN ORDER TO BE ACTIONABLE

Passions:

Exploring how PICs embrace and enjoy the world through social, search, and content analysis

Moments & Occasions:

Finding where people make the most of mixing the drinks they love and the experiences that matter to them

Drivers:

Unearthing the attributes and triggers that inspire a PIC to engage in the digital and real world.

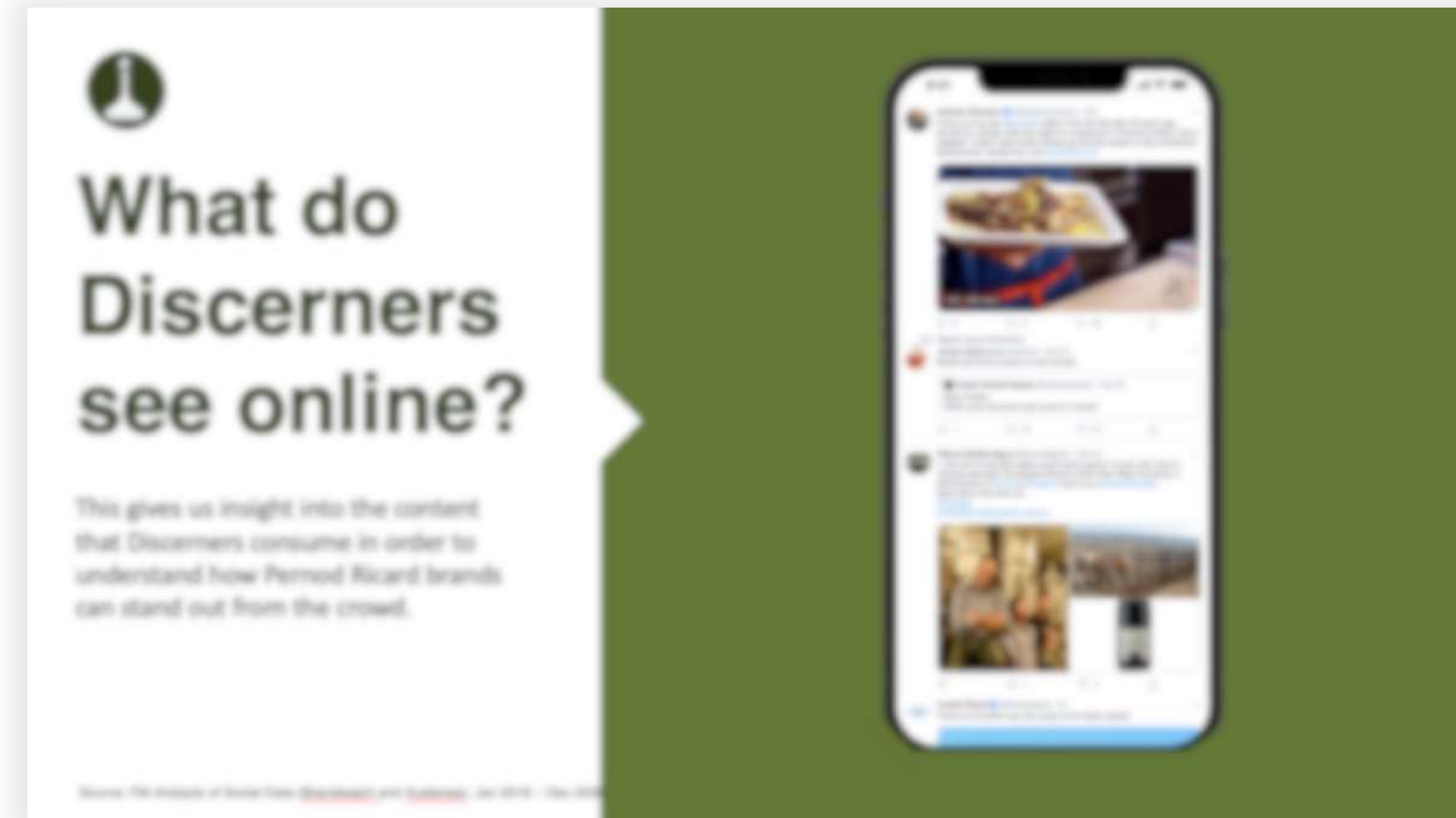
Their Story:

Finding the hints and clues of where Pernod Ricard can enhance their personal story and enjoyment

HOW TO TAILOR COMMS TO THEIR PERSONALITY



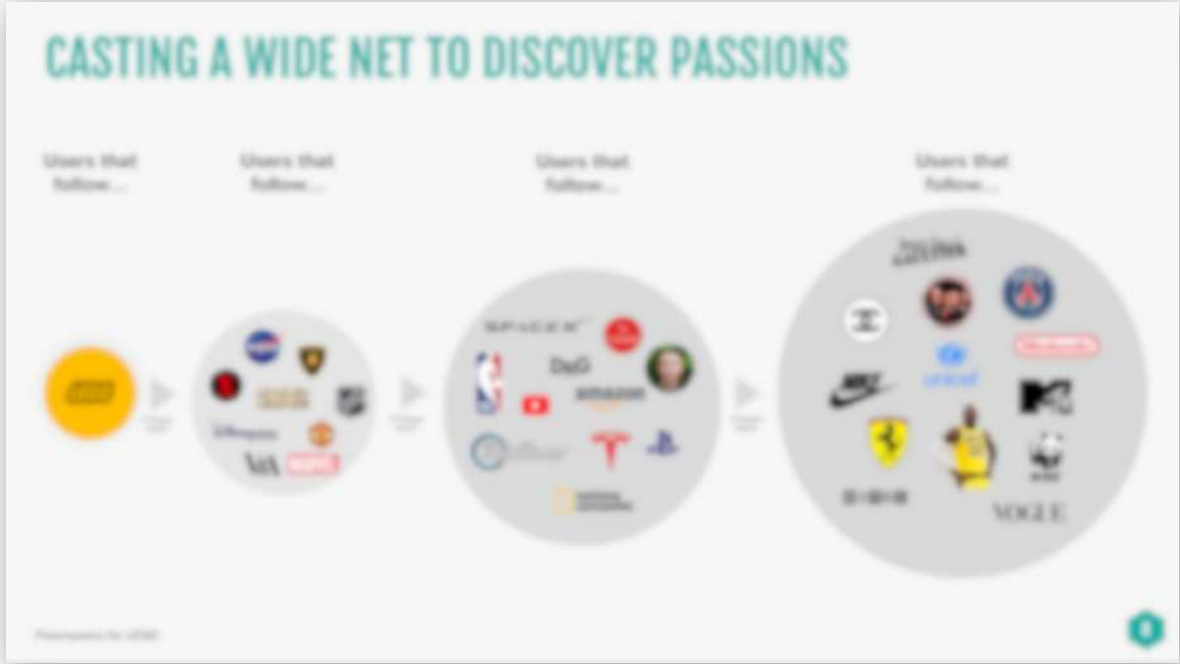
WHEN, WHERE AND HOW TO TALK TO THEM



AND ALIGN WITH THEIR MOMENTS & BEHAVIOURS



1. INVESTIGATE AUDIENCES ENGAGED WITH DIFFERENT INTERESTS



2. RANK BY STRATEGIC RELEVANCE AND PROXIMITY



3. DEVELOP CREATIVE CONCEPTS TO INFORM THE PIPELINE



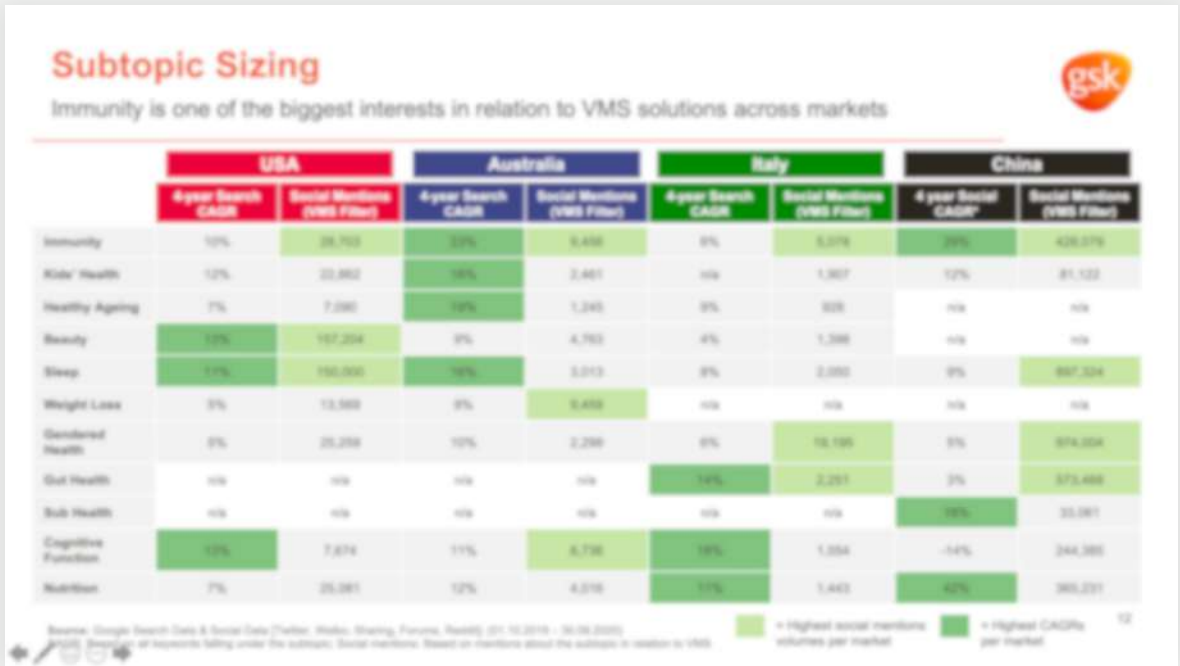
USE CASE
PASSION
POINTS

Tapping into the passions of adult LEGO builders to identify brand partnerships and IP's to feed into the 2024 innovation pipeline.

Markets:
USA, Canada, China, Germany, United Kingdom, France, Italy



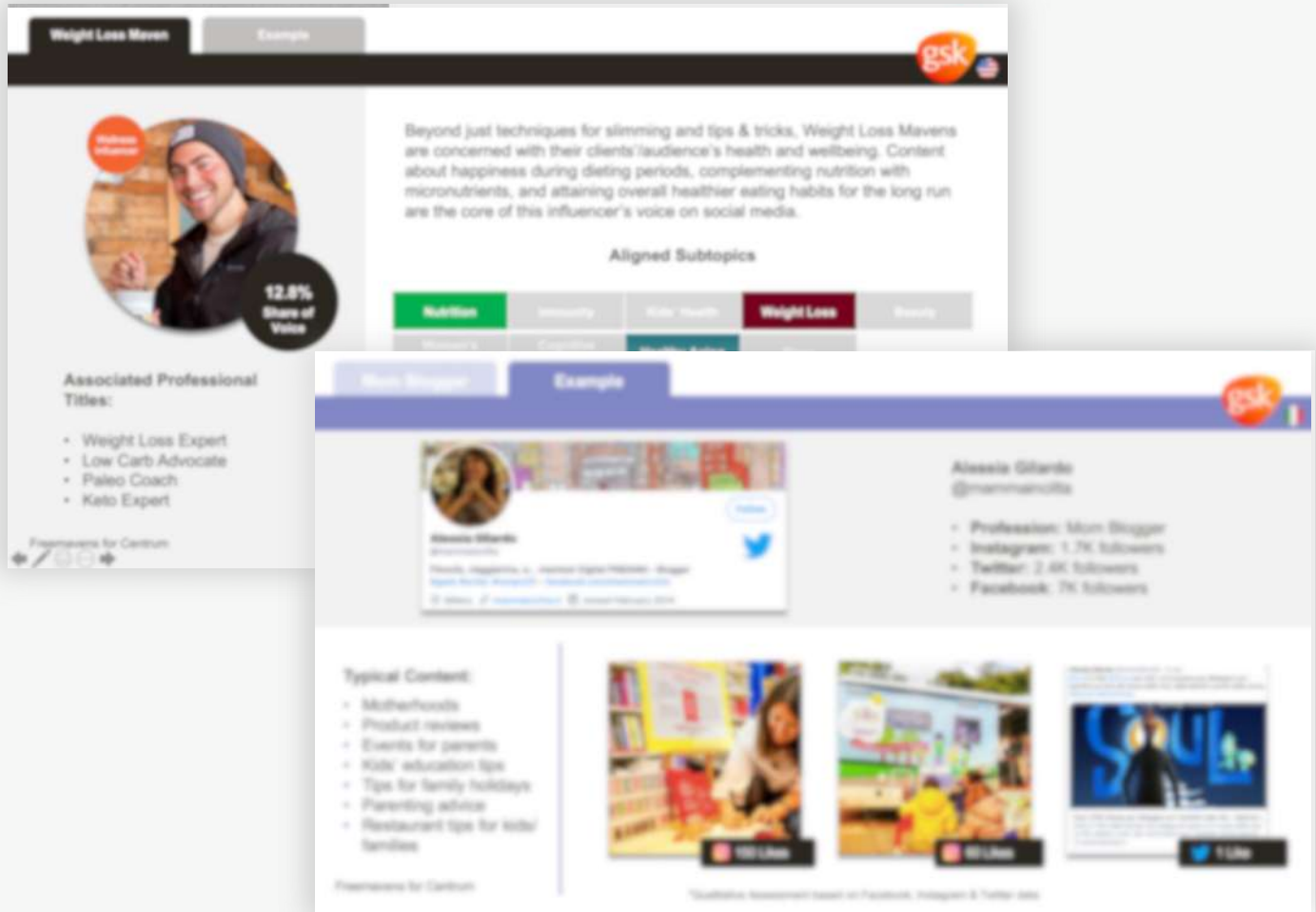
1. MAP OUT TOPICS OF CONVERSATION



3. CODIFY WAYS IN WHICH COMMS CAN ENGAGE CONSUMERS



2. USE AI TO PULL OUT THE INFLUENCERS LINKED TO TOPICS



USE CASE
WELLNESS
INFLUENCERS

We explored and defined new strategic opportunities for Centrum to power growth in the wellness landscape, mapping the influencer/expert network, and identifying key influencers and key associations in the wellness space.

Markets:
USA, Australia, Italy and China

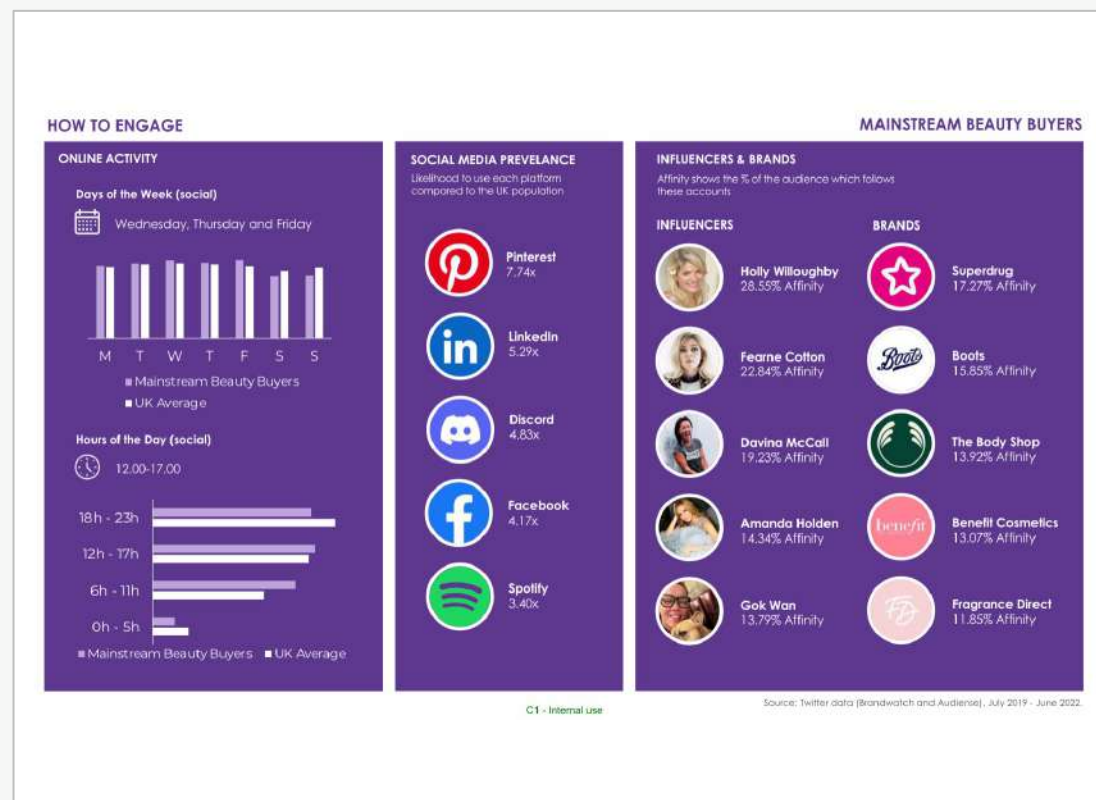


HOW COULD IT HELP L'ORÉAL TO...

ENRICH SEGMENTATION
FOR MARKETING?

UNDERSTAND AUDIENCE
INTERESTS & PASSIONS?

DETERMINE SOURCES OF
INFLUENCE & TRUST?



RANKING OF TOPICS DRIVING ENGAGEMENT:

1. DUPES (107K LIKES)
2. PERSONALISATION (47K LIKES)
3. VALUE FOR MONEY (39K LIKES)
4. OCCASION-SPECIFIC (21K LIKES)
5. UNISEX (20K LIKES)
6. SUSTAINABILITY (17K LIKES)
7. SELF-CARE (16K LIKES)
8. GIFTING (11K LIKES)
9. NOSTALGIA (10K LIKES)
10. CLEAN LABEL (7K LIKES)
11. CONSCIOUS FRAGRANCE (5K LIKES)
12. SMART FRAGRANCE (0 LIKES)

WHICH TOPICS DRIVE GEN Z ENGAGEMENT?

We sampled a range of top Tiktok videos that were related to each macro trend and calculated the average number of likes per macro to see which topics were driving engagement. The ranking is based on the highest to lowest average number of likes

Content around dupe fragrances from more affordable brands is very popular along with content that is focused on finding your signature scent and a fragrance that fits your personality.

Value for money is also a popular topic with content focusing on either premium fragrances or fragrances that give the illusion of being expensive.

Smart fragrance content has the lowest number of average likes due to the lack of smart fragrance products that exist in the market.

Other topics like clean label and conscious fragrance have relatively low number of likes but sustainability has considerably more showing there is interest around vegan and cruelty-free perfumes with potential for growth.

C1 - Internal use



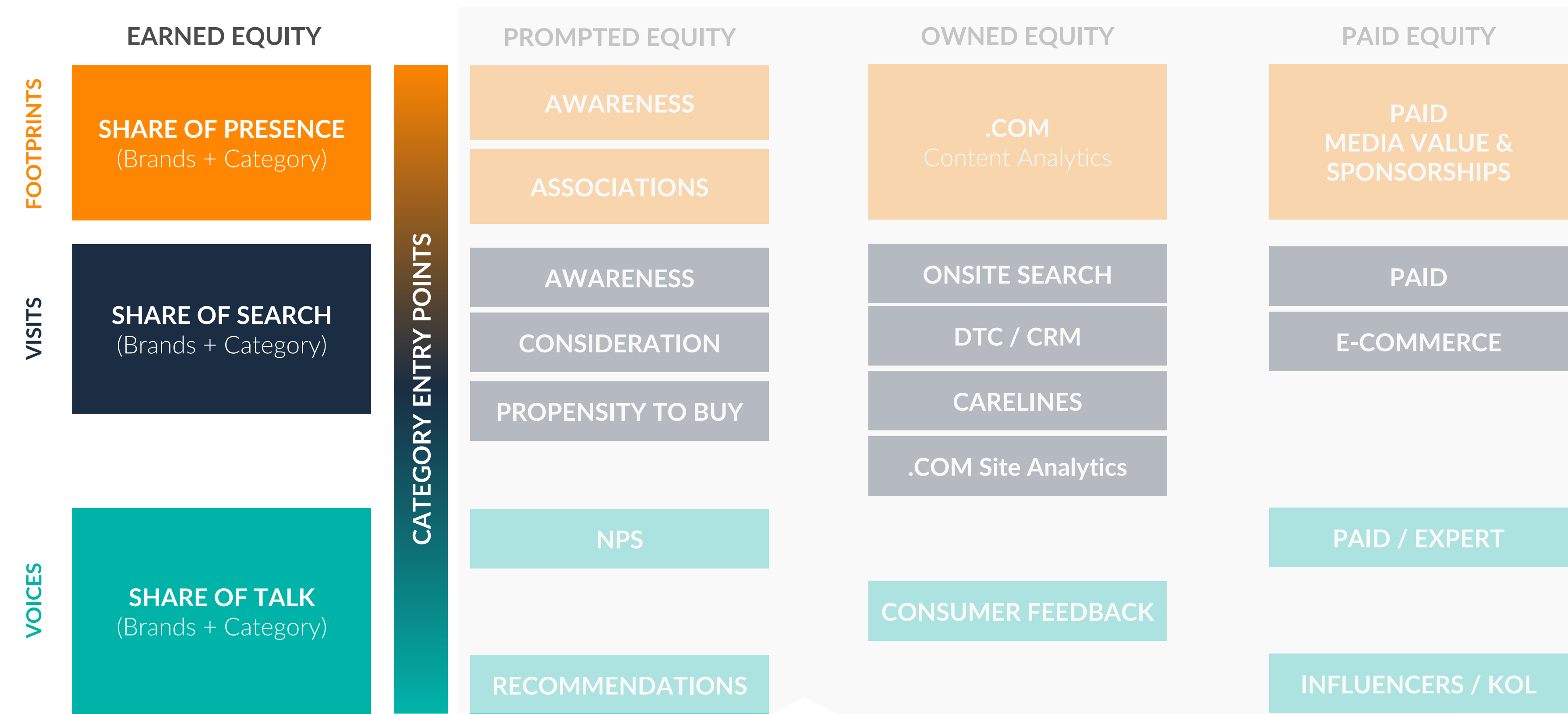


How we developed a model to predict
marketing effectiveness and measure equity

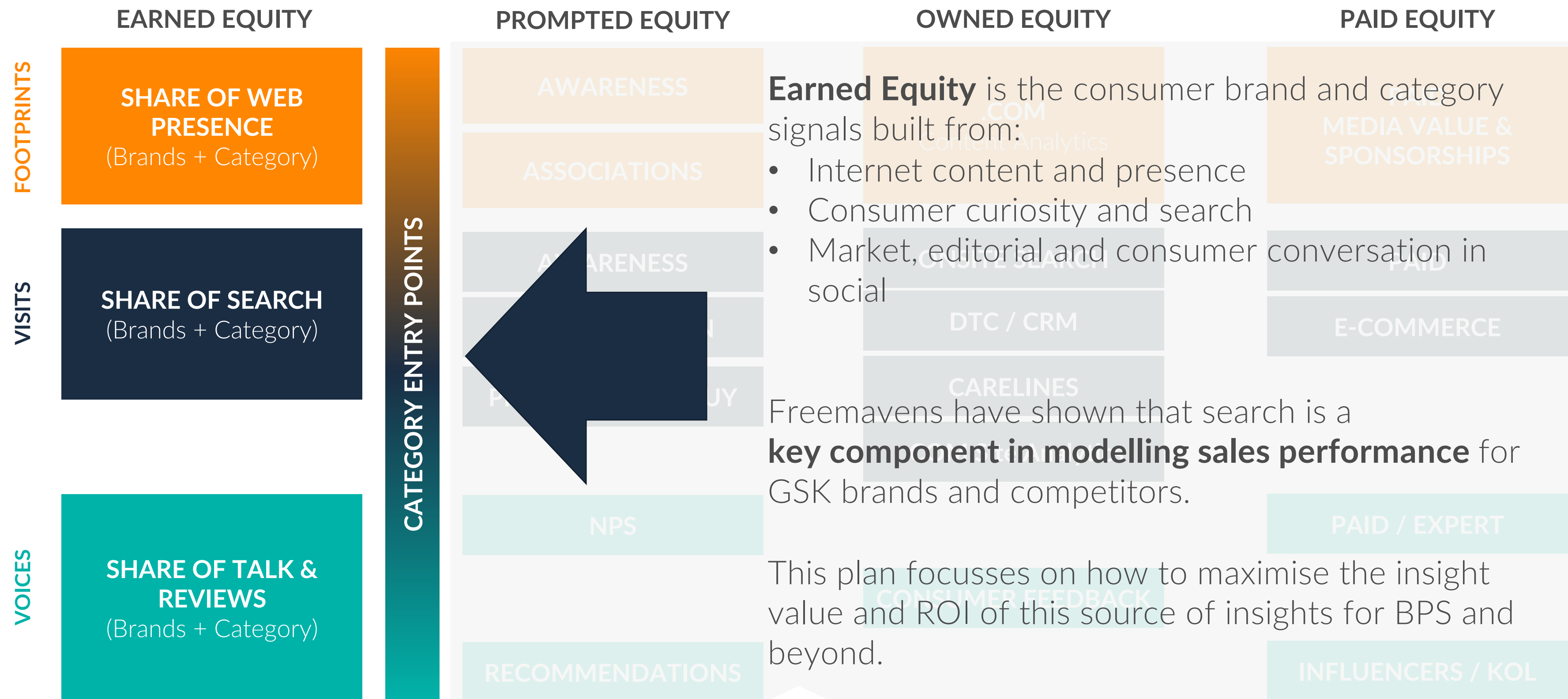


**WHAT IF WE KNEW WHICH SIGNALS MATTERED
MOST TO EARNED BRAND EQUITY?**

EARNED EQUITY AND BEYOND

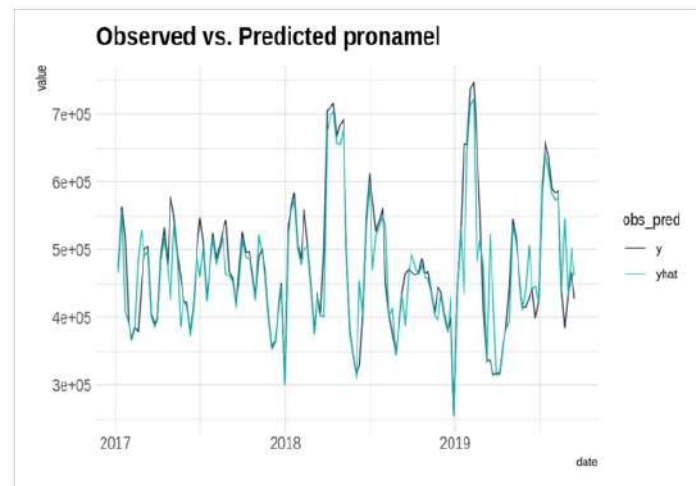


EARNED EQUITY: A KEY CONSUMER SIGNAL FOR SALES



THREE LEVELS OF INSIGHT & DIRECTION

Sales validated model



Modelling from 100+ consumer search signals

So what?

Diagnostics based on sales drivers

Clear metrics over time



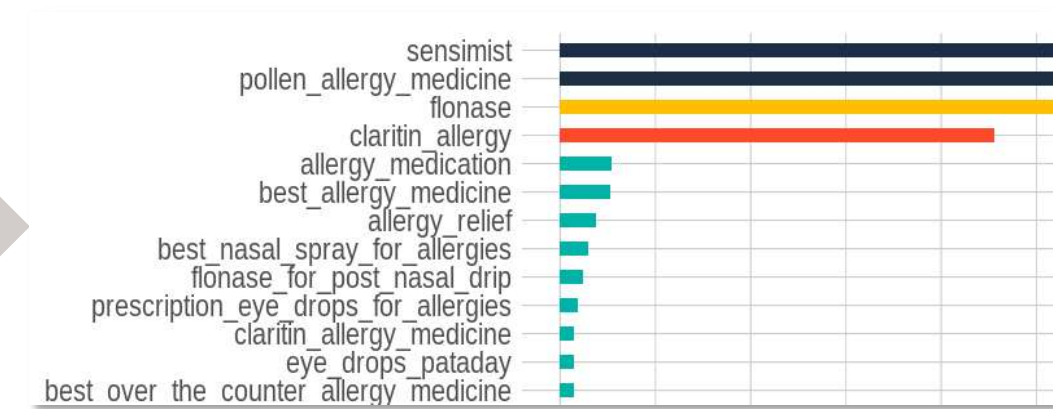
Weekly data updated monthly

So what?

GSK plus competitor & category context

Rank of scored features

+ve & -ve



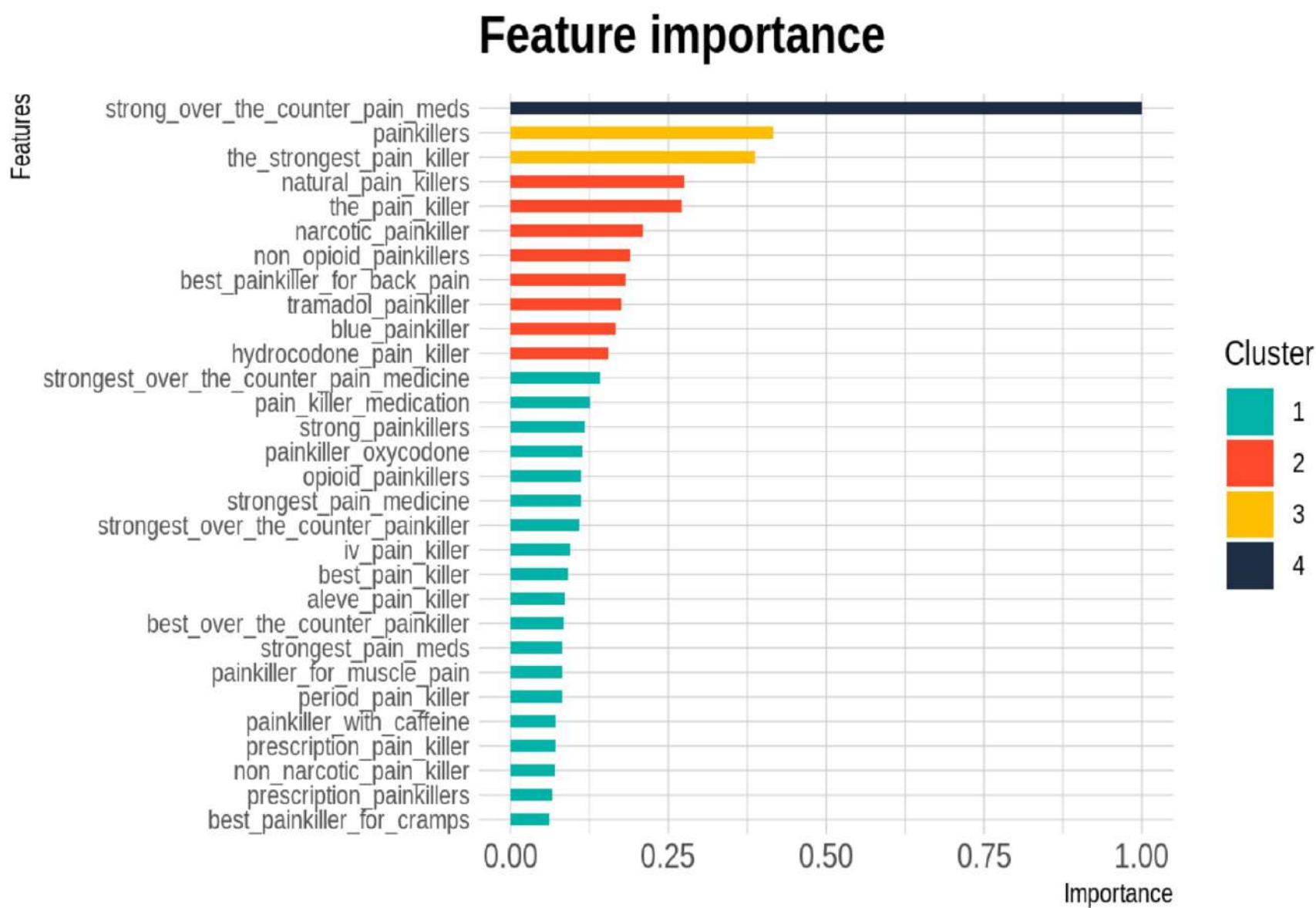
List of ranked features for each score

So what?

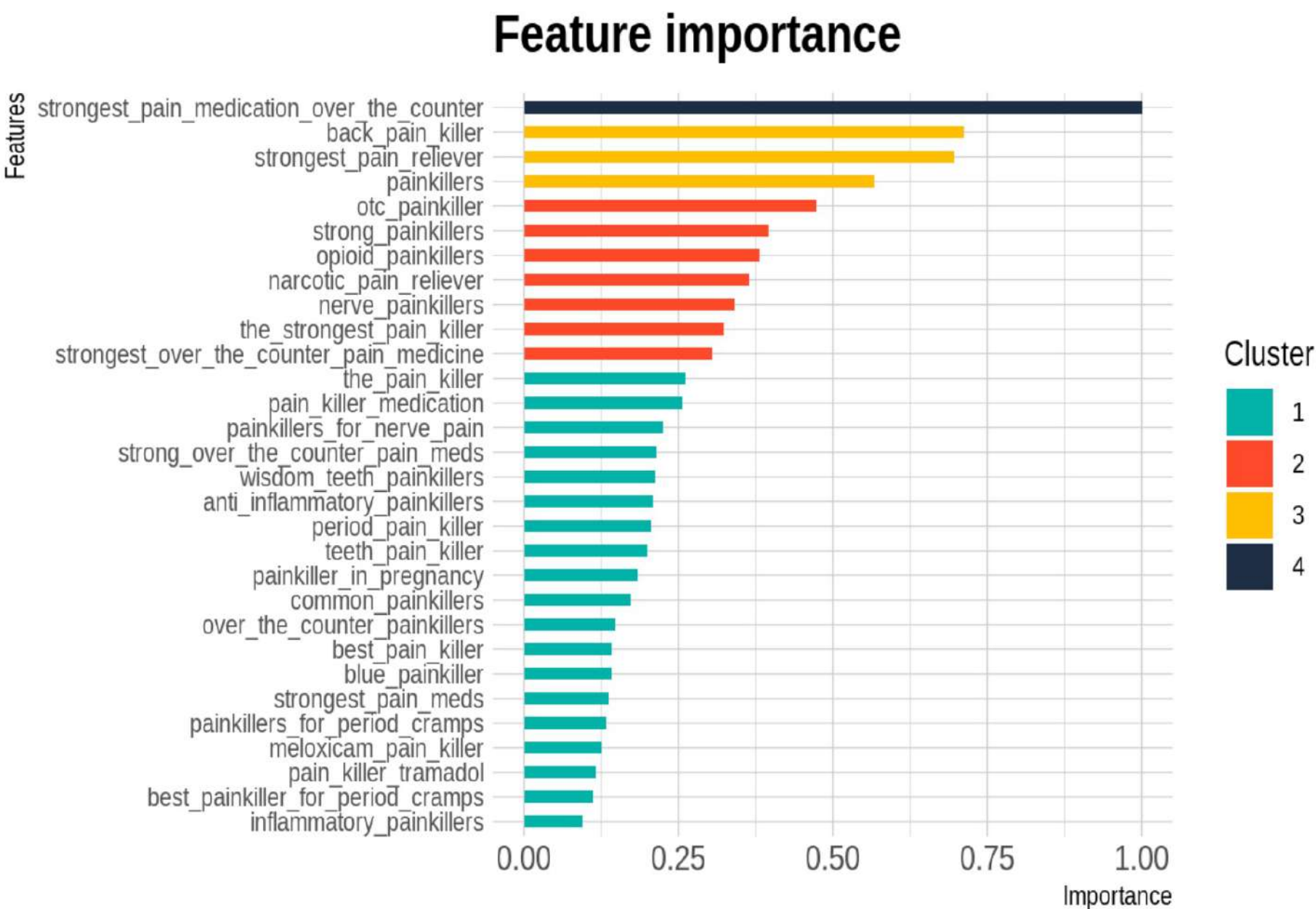
Granular focus to inspire activation & identify key threats/opps

FEATURES AT BRAND & CATEGORY LEVEL

Brand Focus: Advil



Category Focus: Pain



Allows insight leaders to understand what impacts their brand most AND what impacts most across the category.

Effective Activation

ADVERTISING

The NEED:

Being relevant to consumer wants and needs to inspire human consumer health content

SEO / SEARCH

The NEED:

Capturing organic and paid for search both for brand and category themes relevant to consumers

GROWTH MAPS

The NEED:

Identifying signals and features on the fringes of the category that are set to experience growth

SOCIAL MEDIA

The NEED:

Insight on consumer curiosity and how it converts into consumer conversation.

TARGETTING

The NEED:

Maximising ROMI and finding novel forces to target against

INNOVATION & NPD

The NEED:

Isolating evolving consumer needs

PR & CORPORATE

The NEED:

Understanding category and brand threats to reputation

OWNED SITES

The NEED:

Be a relevant landing pad for consumer curiosity and reasons to believe

DISRUPTORS

The NEED:

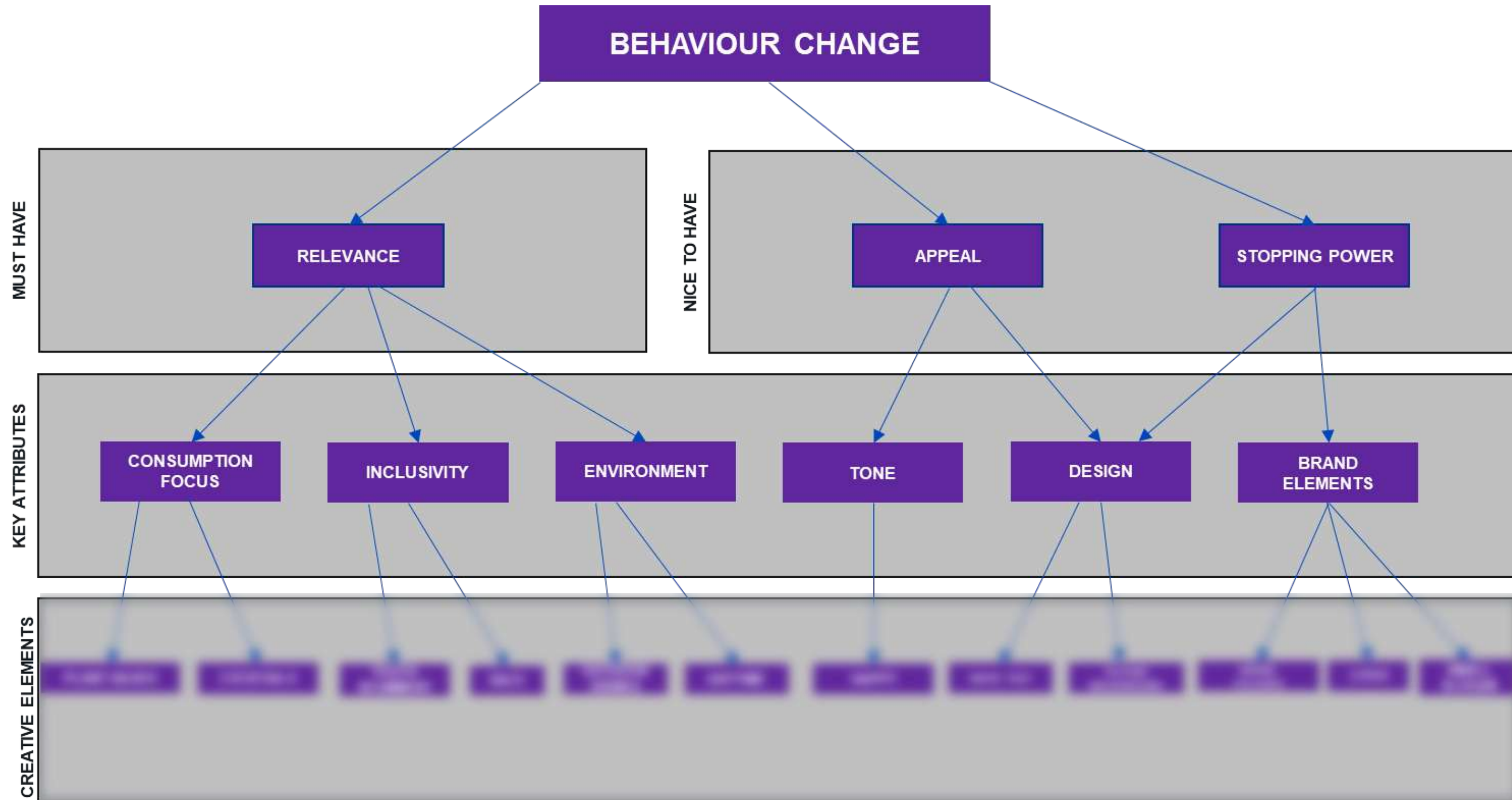
Revealing emerging direct and indirect competitive threats



Pernod Ricard

**WHAT IF WE COULD PREDICT THE
BEST PERFORMING CONTENT?**

CREATIVE ELEMENTS DRIVING BEHAVIOUR CHANGE



Perfect Blend: Ad Testing Predictive Service

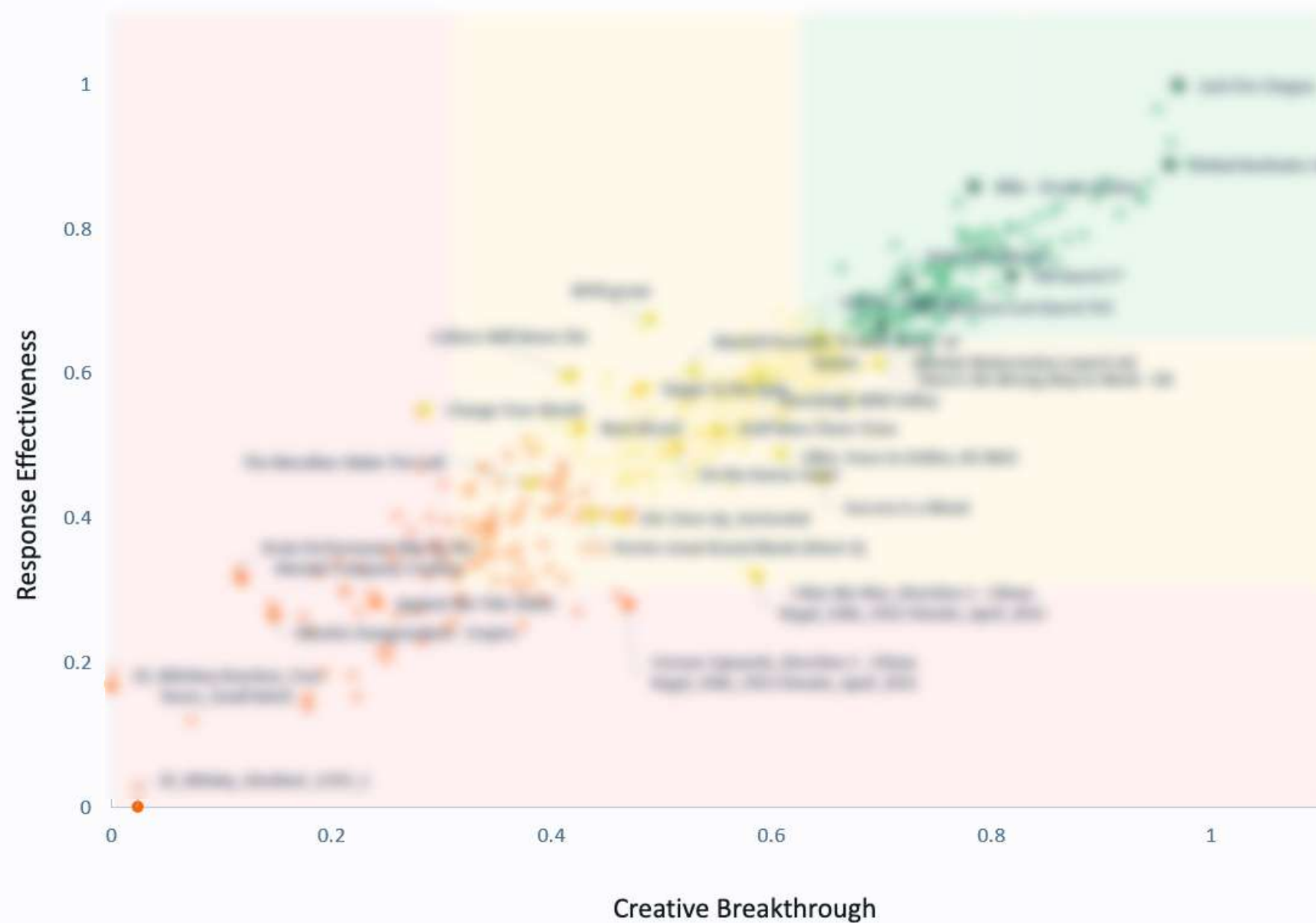
Region:	Beverage Category:	Media Type:	Video Ad Length:
APAC	Whisk(e)y	Video	:05 - :14
Gender in Ad:	Tone:	Activity:	General Colours:
None/Not Applicable	Friendship	Not applicable	Tropical
	Environment Elements:	Consumption Type:	
	Not applicable	Not applicable	
<div>Submit</div>			

/ CATEGORY OVERVIEW

IDENTIFYING NOVEL ATTRIBUTES THAT MATTER MOST FOR EACH CATEGORY

HEAT MAP OF ADVERTS ASSESSED

CREATING A BENCHMARK FOR EVALUATING CREATIVE EFFECTIVENESS



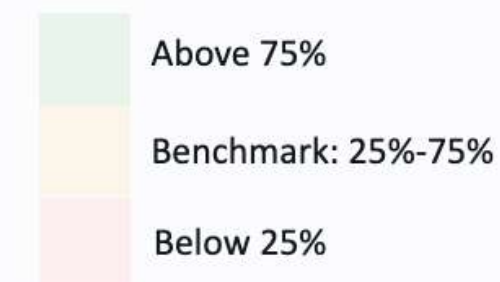
Response Effectiveness

- Behaviour change

Creative Breakthrough

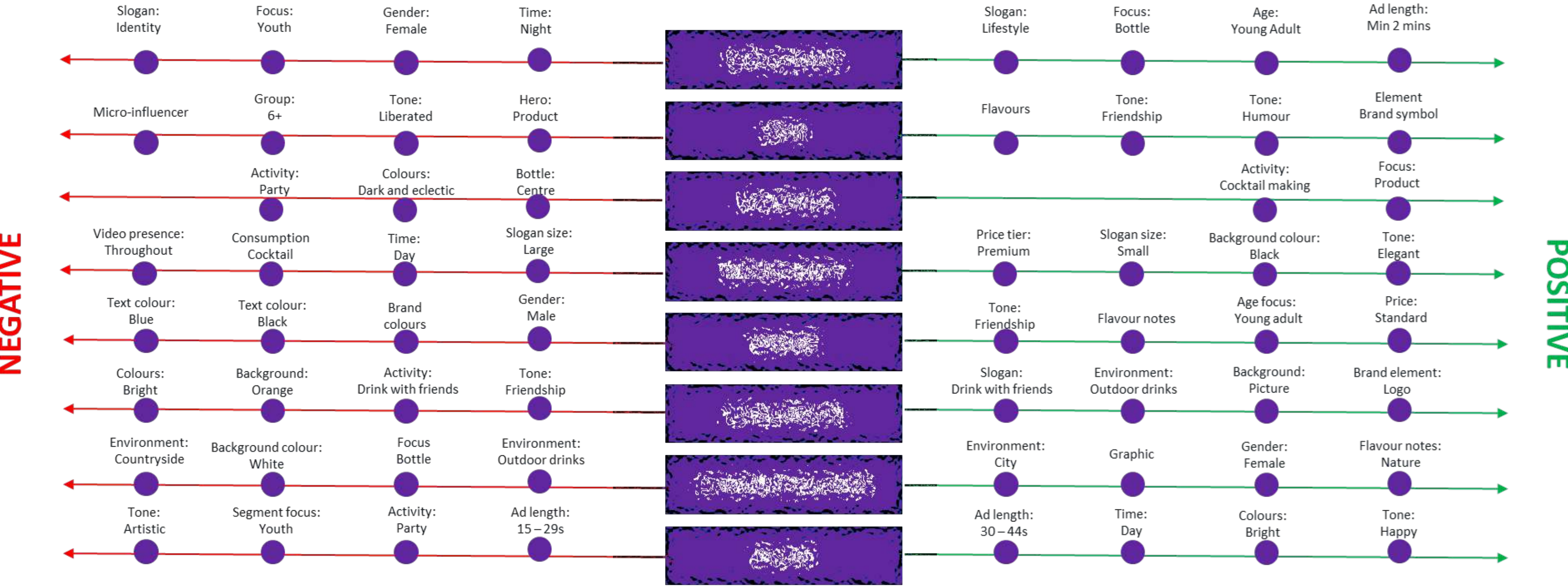
- Stopping power
- Overall appeal
- Relevance
- Unique and different
- Believable

Creative Evaluation



/ CATEGORY OVERVIEW

IDENTIFYING NOVEL ATTRIBUTES THAT MATTER MOST FOR EACH CATEGORY



04

DISCUSSION

QUESTIONS AND ALIGNMENT

QUESTIONS ABOUT...

What we can do?

How do we do it?

Industries and markets?



INSIGHTS CLINIC

30 minute slots to chat about how
data could answer your questions



INSIGHTS HOTLINE

If you're not ready to talk today,
you can always reach us at:

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sanjana.mathur@freemavens.com





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