



# Unlock Your Crowd\*

## Category Where to Play\*

\*A set of actionable recommendations that will increase your market share by:

- Identifying where to innovate,
- How to engage,
- What trends to play in,
- What opportunities to move into.

**1.** **Consumer/ Category Correlation Map**  
Identification of the key ways your consumer sees the category and what is most relevant to them

**2.** **Product usage in context**  
Real Life Product Usage videos, synthesised to capture unsaid drivers of category usage - when, where, how

**3.** **Brand / Category Topic mapping**  
Identification of which brands deliver on which need, identification of saturated need areas and opportunity spaces

**4.** **Where to Play Category Growth Matrix**  
Putting it together to create a matrix of functional vs emotional territories showing opportunities for your brand

**5.** **Opportunity Area Deep Dive**  
A double click of identified opportunity areas and why they are interesting for you (emotions, drivers and brands)

**6.** **Recommendations to unlock key growth areas**  
Deep dive into how to unlock each identified growth potential area to grow your brand market share.

**DISCOVER**  
BEST STRATEGIC CHOICES

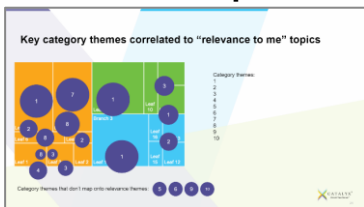
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\*You can be guaranteed of excellent data synthesis, compelling storytelling and concise, actionable recommendations. Your report will consist of an action page with recommendations. 10 minute taxi ride of the synthesised key story, the story behind the action – a 30 minute deep dive bringing to life the insights

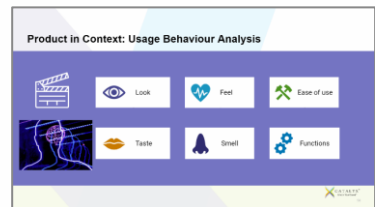
1.

### Consumer/ Category Correlation Map



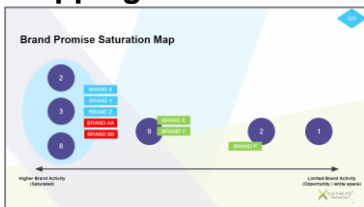
2.

### Product usage in context



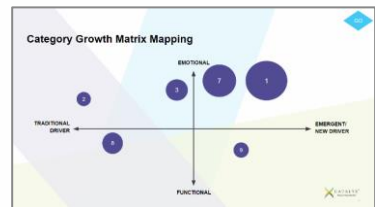
3.

### Brand / Category Topic mapping



4.

### Where to Play Category Growth Matrix



5.

### Opportunity Area Deep Dive



6.

### Recommendations to unlock key growth areas



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