



Unlock Your Crowd*

Consumer How To Win*

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

- A more granular view of who to engage with
- How to engage with them
- What current barriers exist
- What opportunities you can move into

1.

Consumer Growth Matrix Map

Evolving segmentation to give a more granular, behavioural led role of who and how to target - a map of engagement areas overlaid with consumer groupings

2.

3-5 Engagement Opportunity Areas

The top engagement areas to leverage with the size of the opportunity against your target audiences

3.

Pen portraits of Consumer Groupings

Target audience deep dive to bring to life the who, need, when & why

4.

Brand & Category Topic Audience Mapping

Identification of which brands deliver on which need, of saturated need areas and opportunity spaces overlaid with audience mapping

5.

Your brand right to win

Identified opportunity audiences plotted on a scale of how likely your brand is to resonate with them

6.

How To Win Deep Dive

A double click of identified opportunity areas; how you can win with consumers, and what to leverage for engagement.

DISCOVER
BEST STRATEGIC CHOICES



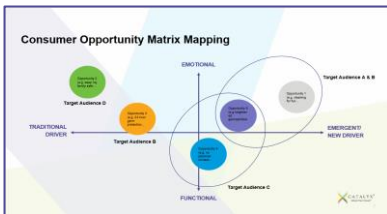
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*You can be guaranteed of excellent data synthesis, compelling storytelling and concise, actionable recommendations. Your report will consist of an action page with recommendations. 10 minute taxi ride of the synthesised key story, the story behind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

1.

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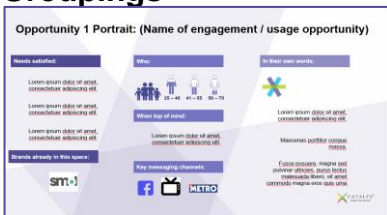
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3-5 Engagement Opportunity Areas



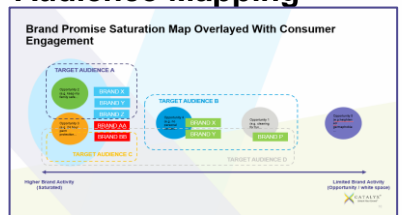
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Brand & Category Topic Audience Mapping



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Your brand right to win



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How To Win Deep Dive



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