Evolve and Elevate

*Truly the most comprehensive evaluation of concepts and creative material out there. By using thousands of pieces of mixed method consumer reactions we help you to see what is working, what isn't and how to make your innovation or creative direction the best version of itself.

1. Natural Language Processing

Smart analytics to derive meaning from 1000s of verbatims: both in terms of category needs articulations and language used in response to your concepts.

2. Category, Brand & Concept mapping

Combining consumer-led articulations of category needs, brand perceptions and concept take-outs to map fit and identify gaps or opportunities – in consumer language

3. Emotion & Message drivers

Identify the drivers of interest (including emotion, response, message) through statistical analysis: where and how to improve message and tone.

4. Gut Response, Language and Heatmapping

Detailed deep-dive on each concept, combining system 1 response, emotional territory, verbatim, executional likes & dislikes, purchase intent and other KPIs.

5. Strengths and Weaknesses

A consolidated view across all concepts of what is and isn't working to identify the why behind preference - heatmapping supported by synthesised unstructured data response

6. Consolidated development recommendations

Bringing this all together for clear recommendations, the key building blocks and ways to articulate your "winning concept"

OPTIMIZE
BRAND ASSET CREATION

CATALYX®
Unlock Your Crowd®

Evolve and Elevate

*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
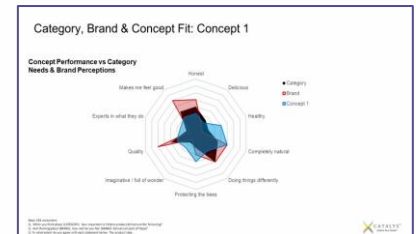
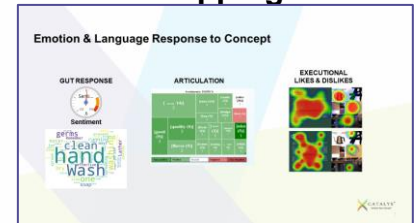**1.** **Natural Language Processing**

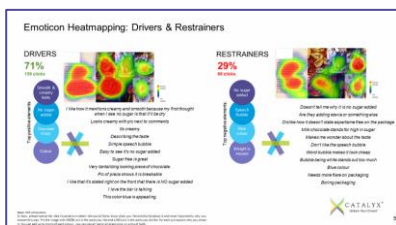**2.** **Category, Brand & Concept mapping**

3. **Emotion & Message drivers**

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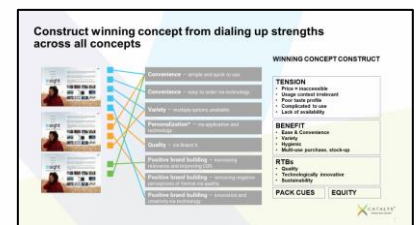

5. **Strengths and Weaknesses**

6. **Consolidated development recommendations**

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