



Unlock Your Crowd*

Rank and Enhance™

*A detailed deep dive of your ideas, product, pack. and creative concepts. Perfect for helping you to craft work-in-progress material to be something your consumers can't wait to buy or experience. Not only will we rank and rate but we will dissect, analyse and optimise thanks to 1000s of bits of mixed method consumer reaction.

- 1. KPI Ranking and Rating**
Statistically robust comparative ranking and rating via stated Purchase Intent and a range of KPIs relevant to your category and brand.
- 2. Sentiment-coded gut response**
Sentiment-coded gut response: positive and negative responses to each idea, derived from emotional response heatmap pins.
- 3. Strengths and Weaknesses Identification**
Heatmapping and unstructured data response synthesis to identify positive areas to build on and negative areas to dial down.
- 4. Emotion & Message drivers analysis**
Identify the drivers of interest (including emotion, response, message) through statistical drivers analysis – guiding you to message and tone development.
- 5. Category, Brand & Idea mapping**
Identifying the extent to which the ideas convey the intended messages, with synergies and gaps vs category needs and current brand views.
- 6. Consolidated development recommendations**
A consolidated view across all concepts of what is and isn't working to identify the why behind preference

OPTIMIZE
BRAND ASSET CREATION

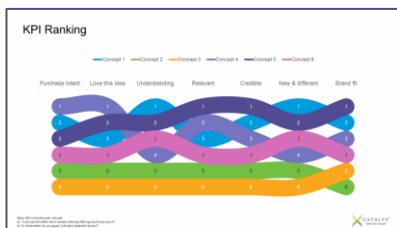
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*You can be guaranteed of excellent data synthesis, compelling storytelling and concise, actionable recommendations. Your report will consist of an action page with recommendations. 10 minute taxi ride of the synthesised key story, the story behind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

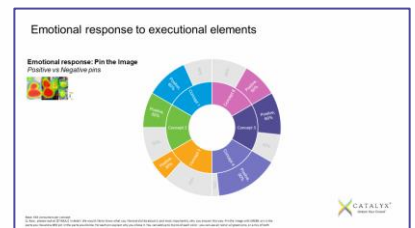
1.

KPI Ranking and Rating



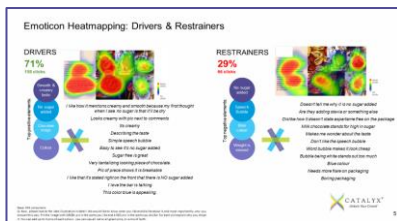
2.

Sentiment-coded gut response



3.

Strengths and Weaknesses Identification



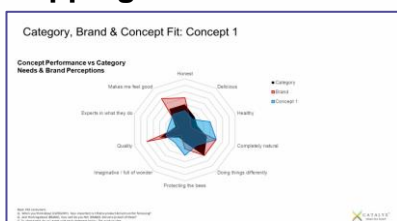
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Emotion & Message drivers analysis



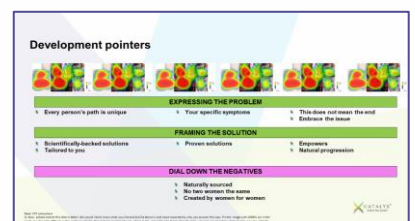
5.

Category, Brand & Idea mapping



6.

Consolidated development recommendations



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