

Dynamic Growth Engine

Consumer-led approach to drive category and product growth within your business, by uncovering the true context and emotions behind people's behaviours, in their own words.

Streetbees' Dynamic Growth Engine unearths new opportunity spaces through a holistic understanding of how customers are experiencing your product, in the moment of consumption. Elevate the ordinary Usage & Attitudes study through AI. This 360° context of consumer behaviour is then translated into proactive, tangible actions to help you win.

How Dynamic Growth Engine helps you:

- ▶ **Never rely on consumer recall again:** With our Always ON approach, you get the real-time understanding of consumer behaviour and a deep awareness of the momentum of change impacting your categories. Pick up on natural occurrences of consumers' interactions from our community of over 3.5 million bees around the world, to plan for what's next.
- ▶ **Make sense of vast amounts of data:** Through the power of Streetbees' proprietary machine learning technology, we reveal opportunities that are hidden in plain sight, from the bottom-up. That way, you can plan your strategy accordingly.
- ▶ **Understand the deeper why:** Holistic understanding of emotion and context and the deeper "why" behind consumers' choices, helping you tailor communications and better target audiences.
- ▶ **Stay on top of changes as they happen:** Testing new products or communication styles shouldn't take long. You need an approach that allows you to stay close to the consumer, and test ideas early with fast feedback.
- ▶ **Inspire action:** This dynamic approach makes for outputs that are business-centric and inspire action across an entire business, including different departments and territories.

What are the benefits?



Grow revenue: Win new contracts and build stronger positioning & partnerships. Boost sales & field execution teams by bringing proposition development to life inspired by real human content and sharpened with consumer-led occasion sizing.



Save millions: Invest in the right innovation projects and inspire branding & innovations teams to launch new products, partnerships and campaigns. With Streetbees, offer them a more nuanced understanding of consumers.



Get closer to customers: Craft communications that deliver against consumer mood and context. Help your marketing & branding teams develop strategies grounded in consumer empathy.



Reach new heights: Discover untapped demand both in and away from home. Support your executive & strategy teams by revealing untapped growth opportunities and prioritizing the right channels, occasions, markets and local nuances.



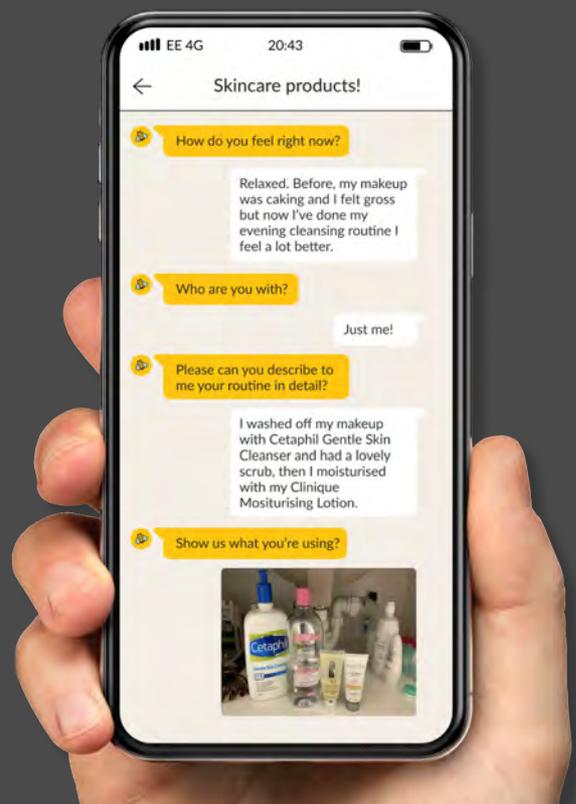
IN THE MOMENT



ALWAYS ON



POWERED THROUGH AI



Streetbees reveals how people behave, and why, by analysing real-life moments collected from its worldwide users. Over 3.5 million users - or 'bees' - across 190 countries worldwide use the chat-style Streetbees app to share moments from their daily lives via videos, photos and text.

Through applying advanced natural language processing technology to the results, Streetbees uncovers not just what they do, but also why they do it, and what drives them - and predicts what they may do next.

Streetbees' partners with world leading brands across the FMCG, Media and Entertainment, Retail & Insurance sectors. Clients include Unilever, PepsiCo, Sony Pictures, Carlsberg, Santander, Ikea, Vodafone and L'Oreal.

 **4.2 million bees**

 **2.5 billion data points**

 **190 countries**

 **Streetbees**

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