OUR AMBITION IS TO HELP YOU GROW
Converting Data into Winning Marketing Insights
ESTABLISHED IN 2005

6 OFFICES ACROSS THE GLOBE WITH 200+ DIVERSE PROFESSIONALS

Background
- General Management
- Commercial & Sales
- Brand Management
- Media
- Insights
- Analytics

Industry
- FMCG
- Financial Institutions
- Technology
- Pharmaceuticals
- Retail
- Market Research
GLOBAL FOOTPRINT: HANDLING PROJECTS ACROSS 60+ MARKETS

NORTH AMERICA:
USA
Canada
Mexico

EUROPE:
UK
Ireland
Denmark
Sweden
Norway
Estonia
Latvia
Greece
Russia
Belgium
Hungary
Croatia
Portugal
Spain
Serbia
Finland
France
Germany
Bulgaria
Turkey
Lithuania
Romania
Netherlands
Ukraine
Poland

ASIA:
China
UAE
Hong Kong
India
Indonesia
Singapore
Malaysia
Myanmar
Thailand
Vietnam
Cambodia
Saudi Arabia
Philippines
Kuwait
Japan
Nepal
Pakistan

SOUTH AMERICA:
Argentina
Colombia
Brazil
Chile
Peru
Uruguay

AFRICA:
Morocco
Tunisia
Nigeria
Kenya
Ethiopia
South Africa
Algeria
Ghana
Egypt

BRANDSCAPES WORLDWIDE
FOUR PRACTICE AREAS
WINNING GROWTH INSIGHTS
HOLISTIC ANALYTICS

Insight extraction from existing data sources, at a fraction of original investment

Triangulation of multiple data sources to distil insights

MARKET RESEARCH

Innovative, technology led solutions

Global delivery system with proven time & cost advantages
• Say Goodbye to lengthy PPT decks

MARKETING DASHBOARDS
• Market and brand trends at your fingertips
  • Say Goodbye to lengthy PPT decks

MODELING & PREDICTION
• Advanced statistical modeling to identify drivers of success
• Predicting the future
INSIGHT MINING: INSPIRATIONS & PROVOCATIONS

**Knowledge Distillation**

*Assimilating What We Know*
- **Category & Brand Rewinds**
- **Six P analyses**
- **White papers**

  Market clusters, Consumer segments, Emerging categories, Changing media landscape and other special interest topics

**Growth Provocation**

*Thinking About Tomorrow*
- **Spotting trends** for categories, consumers and media
- **De-averaging** to zero into the most lucrative segments
- **Cross category learning** for driving penetration, frequency and retention

**Analysis Efficiency**

*Getting More for Less*
- Expand analytic capacity without adding headcount
- Onsite + Offsite model to drive cost and time efficiency
- **Dedicated virtual team set up**
GLOBAL MARKET RESEARCH: INNOVATION & ROI FOCUSED

**Global Coverage**
- 60 countries
- Across Europe, Asia, Africa, North and South America
- Qualitative and Quantitative Research

**Innovative, Tech Enabled Solutions**
- Hybrid solutions allowing the fusion of the best and appropriate approaches
- Multiple skill sets, one coordinated solution for the client
- Harnessing Technology such as mobile, VR, Eye Tracking

**Agile Solutions**
- Highest Quality
- Speed
- High Value

**Quality**
- Time Efficiency
- Economy
BIG DATA ANALYTICS SPECTRUM

ANALYTICS DATA MART
- Customer Single View
- Data Processing
- Derived Variables
- Unstructured Data
- Data Health Score
- Standard Reports & Dashboards

EXPLORATORY ANALYSIS
- Deep Dives
- Value based segmentation
- RFM
- Behavioural / Psychographic
- Cohort based
- Rule Engine
- Clustering

PREDICTIVE ANALYTICS
- Regression
- Classification
- Decision Tree
- Survival Modelling
- Neural Networks
- Probabilistic Models
- Ensemble Models
- Machine Learning

SIMULATION & OPTIMIZATION
- What-if scenarios
- Optimization
- Recommendation engine
- Market Mix Modelling
- Maximizing Campaign Efficiency

SENTIMENT ANALYSIS
- Social Media Mining
- Supervised & Unsupervised Learning
- Naive Bayes
DASHBOARDS FOR BETTER KNOWLEDGE MANAGEMENT

EXCEL DASHBOARD
ONLINE CUSTOMIZED DASHBOARD
DASHBOARD USING BI TOOLS
MULTI SOURCE DASHBOARD
SINGLE SOURCE DASHBOARD

TRACKING KEY HEALTH MEASURES
- Online or off-line options
- Customized for your specific needs
- Multiple views through drop-down menu
- Rendered via own software or BI tools like Tableau

TABLEAU VISUALIZATION
- Dynamic maps
- Trends
- Drop-down menus