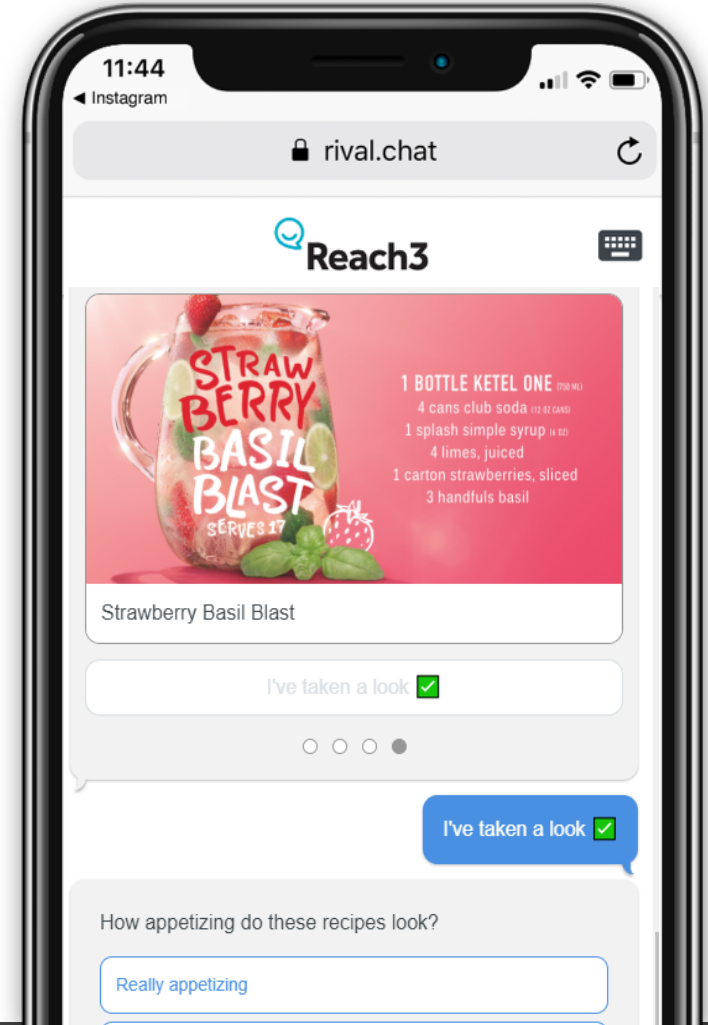


DIAGEO

Uses a Mobile Community to execute sophisticated and robust research programs. Collects in-the-moment quantitative and qualitative feedback (videos) through mobile missions. The community provides ongoing, iterative insights on new product and marketing ideas.

USE CASES

- Missions
- Video collection
- Concept testing
- Concept testing
- Ad testing



KEY OUTCOMES

Reveals sentiment, purchase drivers and shopper attitudes

200+ completes in 24 hours

Helped successfully launch a new “spirits in a can” offering