

Concept **FLASH** Development



Delivering consumer centric insights and effective idea & content generation for outstanding marketing concepts.



Fast and lean idea testing, using consumer perception benchmarks for highest impact.

What you get



Results **from 1 week** after briefing



Insights Presentation & Workshop for knowledge transfer

Required Briefing

Country, Target Group, Brand Information

Technology For best concept creation, our AI performs a neuro-semantic-analysis with the help of our Big-Data-Brain, created with 30+ billion words from any target market. As a result we are able to reveal conscious and subconscious associations with unrivaled consumer centricity for decisions with maximum impact.