

## PREDICT THE FUTURE NOW

CRG Predictive Intelligence offers a behavior-based approach with the industry's most flexible, accurate, and efficient platform, HUUNU®. Predicting trends, behavior, and winning products and creative has never been easier.

## BEYOND THE TRADITIONAL

Focus groups and traditional survey options can be limited, slow, or expensive. They can also miss niche opportunities or hidden barriers, and don't allow implicit "in-context" decision-making, which is how the real-world works.

With HUUNU, these challenges are eliminated, and you get not just the quantitative **WHAT**, but also the qualitative **WHY**, at a fraction of the cost and time of traditional methods. Worried about the risk in trying something new? HUUNU has you covered with its normative database and in-market validation.

Now you can inform your most important decisions with **EFFICIENT CONFIDENCE!**



**CUSTOM & AGILE**



**BEHAVIOR-BASED**



**SUPERFAST**



**ENGAGING PREDICTION GAME**



**AFFORDABLE**



**FIND HIDDEN GEMS**



**QUALI-QUANT RICHNESS**



**VALIDATED NORMS**

## OBJECTIVES ACHIEVED & CLIENTS DELIGHTED



The fact that an unexpected concept performed so strongly made us rethink our launch strategy.

- Sr. Brand Manager



The entire process from beginning to end was nothing short of fantastic.

- Marketing Manager



## We provide brands and agencies with foresight throughout the innovation process and beyond



### Future Trends Prediction

Will a category grow or decline? Which segments will lead trial? If, and when, will it reach mass? How fast will sales grow?



### Early-Stage Ideas & Concepts

Purpose-built for evaluating 5 to 100+ early-stage ideas. What ideas move to the next level? Purchase, Advantage, Solves Problem, Need, Occasion, Volume Potential



### Agile Marketing Optimization

Claims, Positioning, Benefits, Packaging, POP, Flavors, Features, Fit, Motivate Action, Creative Territories, Boards/Animatics to Finished Ads, TURF

## OUR METRICS      OUR STATS      OUR CLIENTS

### JUDGMENT

Who Bet?

### EMOTION

How Quickly?

### CONFIDENCE

How High Was It?

### MOTIVATION

Exactly Why?

# 10 MM

Predictions Made

# 72 Hrs

Launch to Report

# 90%

In-Market Accuracy

### BRANDS

CPG

Restaurant

Tech/Telecom

Media/Broadcast

Utilities

Travel/Leisure

### AGENCIES

Research

Innovation

Advertising