HUUNU
QUALITATIVE FORESIGHT

HUUNU

PREDICT THE FUTURE NOW

CRG Predictive Intelligence offers a behavior-based approach to **qualitative research** with the industry's most agile, robust, and accurate foresight platform, HUUNU®. Predicting consumer behavior and preferences and WHY they make subconscious and conscious choices, has never been easier.

TURN INSIGHT TO FORESIGHT

Focus groups and online qualitative options are great for insight, but can be limited, slow, or expensive. They focus on the past rather than the future and are challenged by rational response biases, and don't allow implicit "in-context" projection into the future of consumer needs and product expectations.

With HUUNU's Foresight approach and AI, these challenges are eliminated, and you get custom in-depth WHYs to optimize your product or campaign as well as the confidence that it will deliver in-market success based on years of validation. HUUNU is also a fraction of the cost and time of traditional qual methods with 10X more foresight. You finally get to ask the tough questions your business partners care about with participants motivated to give you the most truthful answers.

Now you can inform your most important decisions with qualitative **foresight instead of insight**!

- **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**

HUUNU QUALITATIVE FORESIGHT

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

Strategic Upstream Foresight

Why will a trend have staying power?
How will behaviors & preferences change?
Why will brands or companies succeed or fail?
Why will a Job-to-be-Done be important?

Early-Stage Product & Marketing Foresight

How will a new product solve an important need?
Why will consumers buy (or not)?
Why will an ad motivate a "click" (or not)?
Why a target segment will be excited?

Downstream Product & Marketing Optimization

How can the product be improved?
Which barriers to trial need addressed?
Why will consumers buy again after first time?
Why a claim or message will motivate purchase?

BEHAVIOR METRICS

EMOTION
Reaction to question or topic?

JUDGMENT
On future outcome?

CONFIDENCE
In correct answer

RATIONALE
WHY it is true

CONFIDENCE

10+MM
Foresight Predictions

24 Hrs
To Foresight

90%
In-Market Accuracy

EXPERIENCE

BRANDS
CPG
Restaurant
Tech/Telecom
Media/Broadcast
Utilities
Travel/Leisure

AGENCIES
Research
Innovation
Advertising