CRG PredictiveIntelligence
powered by HUUNU®

HUUNU

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

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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

JUDGMENT
Who Bet?

EMOTION
How Quickly?

CONFIDENCE
How High Was It?

MOTIVATION
Exactly Why?

OUR STATS

10 MM
Predictions Made

72 Hrs
Launch to Report

90%
In-Market Accuracy

OUR CLIENTS

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

AGENCIES
Research
Innovation
Advertising