

BRANDSCAPES @ 2nd Annual Consumer Insights & Analytics , 2019

Pranesh Misra, Chairman & MD Brandscapes and Ashwani Agarwal, Global CMI Director, Unilever presented at 'The 2nd Annual Consumer Insights and Analytics Conference Mumbai in May 2019'. Their presentation "IdeaSwipe: Untapping the mysteries of the mind", showcased a unique, collaboration between the client – Unilever and their agency partner – Brandscapes, to bring a first of its kind "idea *dating*" protocol to the wider marketing community globally. IdeaSwipe offers the twin advantage of tapping into the consumer's non conscious mind and bringing the wisdom of crowd to help clients short list from a host of ideas. An under 5-minute gamified survey, results in 1 week, norms derived from 6000+ IdeaSwipes conducted globally and ratified by Unilever makes it an irresistible protocol.

The conference was attended by over 100 delegates representing the who's who of the marketing, insights and analytics community and included companies like Unilever, L'Oréal, Tata Global Beverages, Marico, Givaudan, General Mills, Godrej Consumer Products Limited, GSK, ICICI, Raymond, to name a few. The event comprised of presentations and panel discussions where the audience had the privilege to hear and contribute to the latest thinking in the insights and analytics space.



