winnin

Hello!

We help brands to **be more relevant** with data-driven **Cultural Insights**



Health & Wellness

Relaxation

Meditation
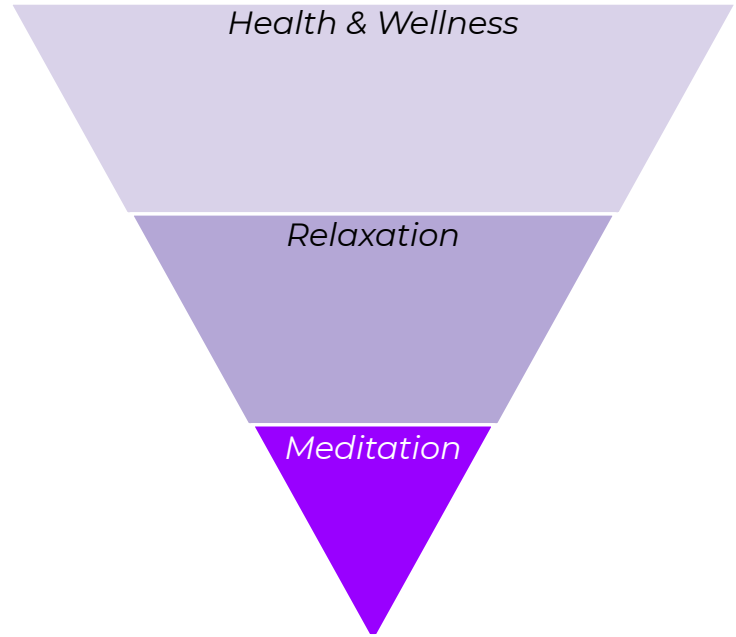
winnin

# Our two *products*

## Winnin Insights[beta]

Software as a Service



## Winnin Strategy

- Agile Strategic Consultancy

- Marketing Transformation Consultancy

winnin

# The *Winnin Impact*

## Winnin Insights *beta*

// **Cultural Relevance**      // **Briefing Precision**      // **Client-Agency Efficiency**

## Winnin Strategy

// **Content Strategy**      // **Passion Point Strategy**      // **Product Innovation**

# +600 million
videos in our database
(and counting)

Average videos added per week:

 + 24 million

Total tags:

+ 26 billion

Average tags added per week:

+ 26 million

Creators:

+ 6 million

winnin

# All done
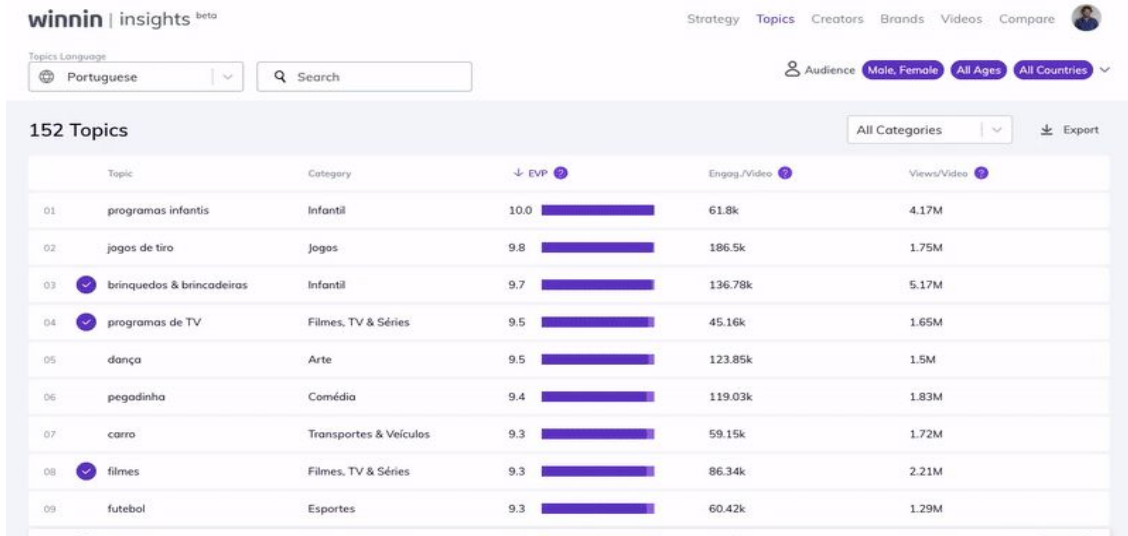# *using AI*

Our artificial intelligence maps culture through video consumption data in social networks. Our software is connected to these websites APIs, which allows us to access all of their **public data**.

Through Machine Learning we are able to teach computers to **structure unstructured data**, correctly categorizing information and turning it into **relevant and actionable insights**.
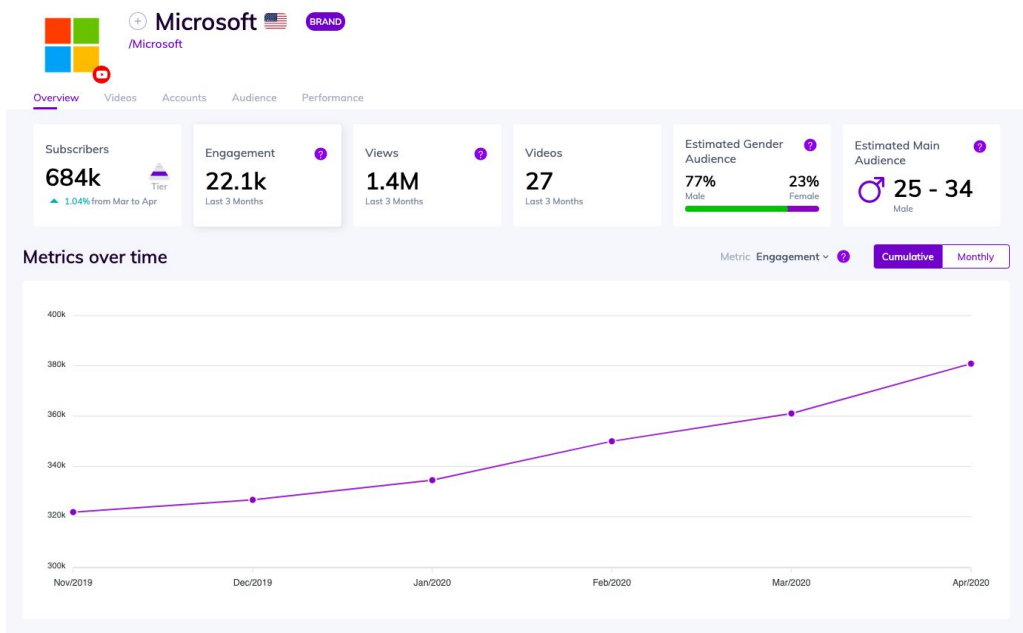
# *Culture* analysis



Find cultural **opportunities** and niches that lead to creative solutions using audience filters to make your brand **more relevant** for consumers!

# *Brand*
# analysis



*Analyze* your brand, its benchmarks and competitors for a full understanding of how the category is behaving. Also, *watch* videos and *compare* metrics through time!

winnin

# *Influencer* analysis



Map creators that ***fit your creative strategy*** and learn which topics they talk about ***engages the most***. Browse our database and use filters ***to customize your search***!
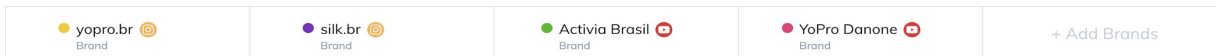
# *Compare* everything

winnin | insights <sup>beta</sup>

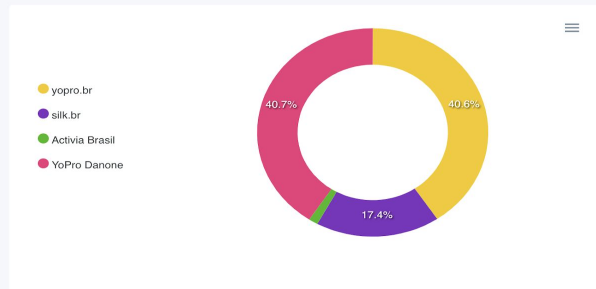Strategy    Topics    Creators    Brands    Videos    **Compare**

👤 Audience    Female, Male    All Ages    All Countries    ⌄

Topics    Creators    **Brands**

| 🟡 yopro.br ⊙ | 🟣 silk.br ⊙ | 🟢 Activia Brasil ▶ | 🔴 YoPro Danone ▶ | + Add Brands |
| Brand | Brand | Brand | Brand | |

✕ Clear

### Share of Engagement

☰

- 🟡 yopro.br
- 🟣 silk.br
- 🟢 Activia Brasil
- 🔴 YoPro Danone

40.7%    40.6%

17.4%

### Average Engagement

☰

| | yopro.br | silk.br | Activia Brasil | YoPro Danone |

350
280
210
140
70
0
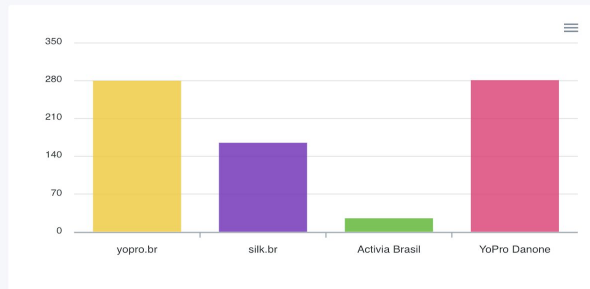
You can compare **topics, creators or brands** and analyse their **performance** over time to help you in the **decision making** process.

winnin

Who's Been *Winnin* With Us

# Cases Powered by Winnin

## Budweiser
#ReactionChallenge



**Challenge**
*Make Budweiser the most relevant global brand during the FIFA 2018 World Cup in Russia.*

**Topic**
*Sports - 2018 FIFA World Cup*

## Stella Artois
Stellar Friends



**Challenge**
*Make consumers associate Stella Artois with meal occasions and consume it at least once a week during a meal in over 8 markets.*

**Topic**
*Food - Homemade Food*

winnin

# Cases Powered by Winnin

## *Budweiser*
#OneTeam



**Challenge**
*Create positive social impact in the USA during the Covid-19 pandemic using the brand's existing assets.*

**Topic**
*Sports - MLB (baseball) & NBA (basketball)*

## *Stella Artois*
Support a Restaurant



**Challenge**
*Help struggling restaurants in Brazil during the Covid-19 crisis by selling vouchers of future meals to businesses alive.*

**Topic**
*Food - Restaurants*

winnin

# Thank you ♕

data-driven **creativity**