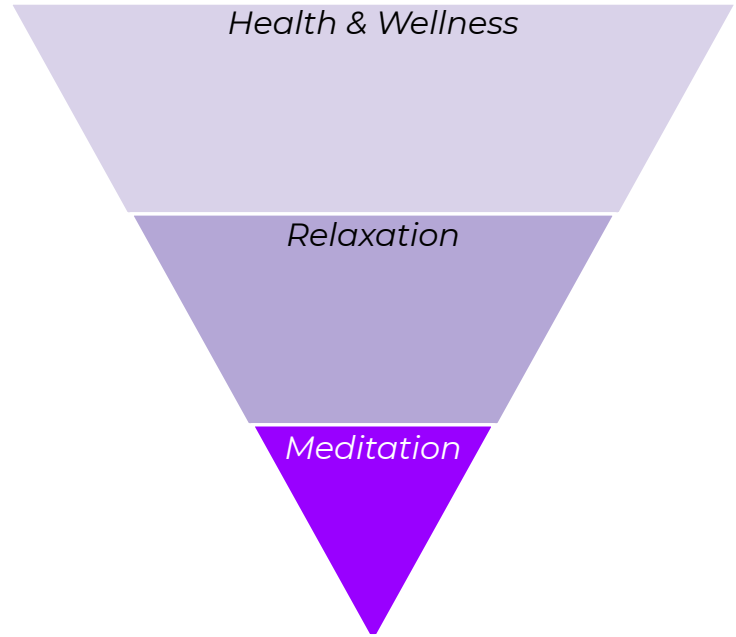




Hello!

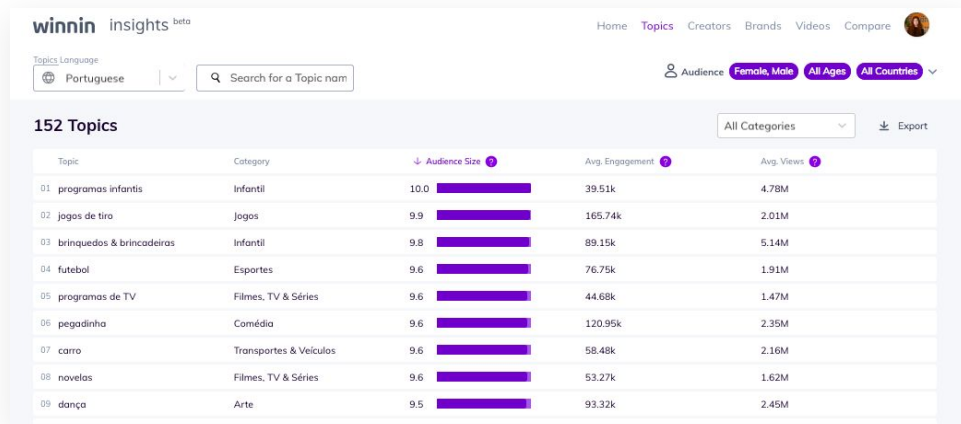
We help brands to
be more relevant
with data-driven
Cultural Insights



Our two *products*

Winnin Insights^{beta}

Software as a Service



The screenshot shows the Winnin Insights beta interface. At the top, there are navigation links for Home, Topics, Creators, Brands, Videos, and Compare. Below this is a search bar for topics and filters for Audience (Female, Male, All Ages, All Countries). The main content area displays a table of 152 topics, sorted by Audience Size. The table has columns for Topic, Category, Audience Size, Avg. Engagement, and Avg. Views.

Topic	Category	Audience Size	Avg. Engagement	Avg. Views
01 programas infantis	Infantil	10.0	39.51k	4.78M
02 jogos de tiro	Jogos	9.9	165.74k	2.01M
03 brinquedos & brincadeiras	Infantil	9.8	89.15k	5.14M
04 futebol	Esportes	9.6	76.75k	1.91M
05 programas de TV	Filmes, TV & Séries	9.6	44.68k	1.47M
06 pegadinha	Comédia	9.6	120.95k	2.35M
07 carro	Transportes & Veículos	9.6	58.48k	2.16M
08 novelas	Filmes, TV & Séries	9.6	53.27k	1.62M
09 dança	Arte	9.5	93.32k	2.45M



Winnin Strategy

- Agile Strategic Consultancy
- Marketing Transformation Consultancy

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

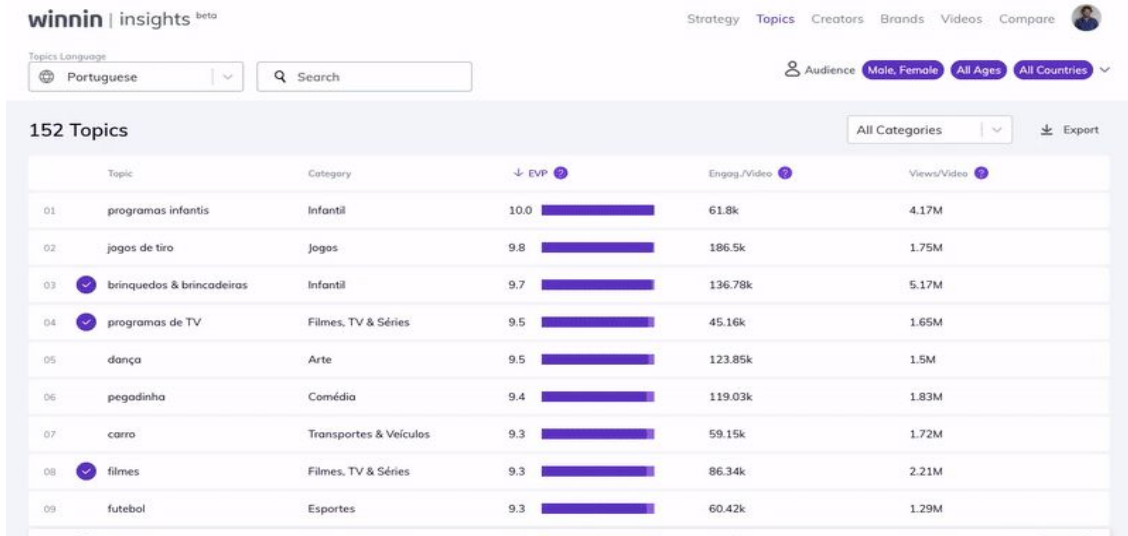
All done *using AI*

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**.

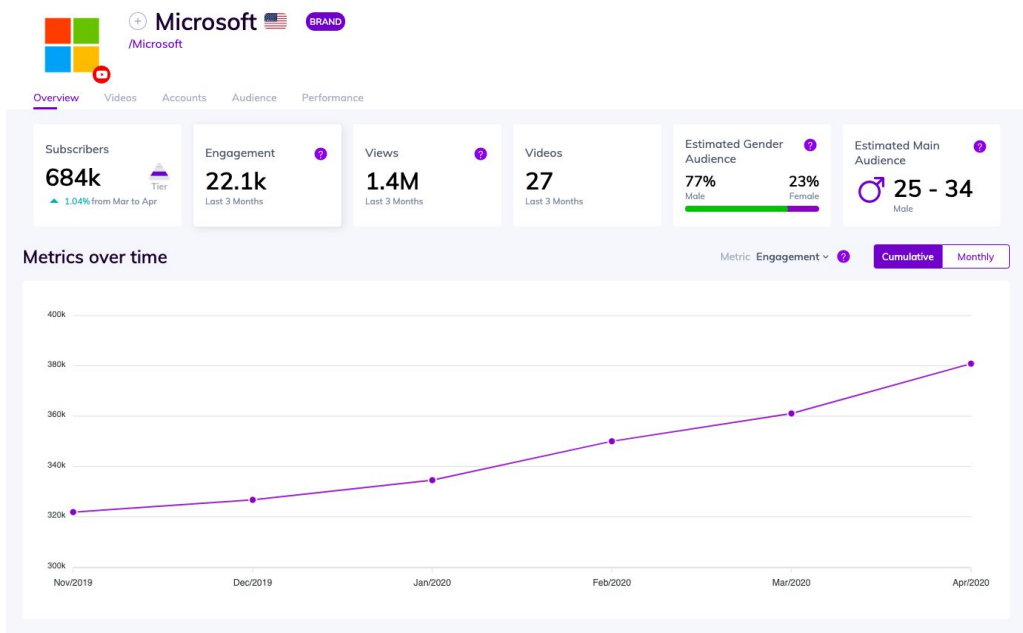


Culture analysis



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!

Influencer analysis

winnin | insights ^{beta}

Topics Creators Brands Videos Compare

Search for a creator name

3,856,702 Creators

Sort by Best Match Filters

Creator	Country	Views	Engagements	Comments
theshadroom		16.8M	785.6M	8.1B
theellenshow	United States	79.7M	757.9M	8.5B
worldstar	United States	22.2M	745.7M	7.6B
cats_of_instagram		10.8M	731.1M	3.3B

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!***

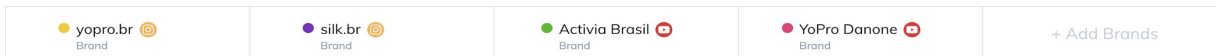
Compare everything

winnin | insights ^{beta}

Strategy Topics Creators Brands Videos Compare 

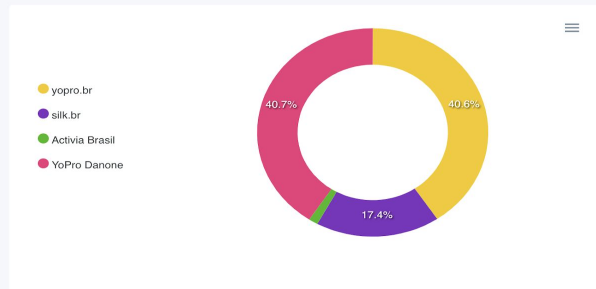
 Audience Female, Male All Ages All Countries 

Topics Creators **Brands**

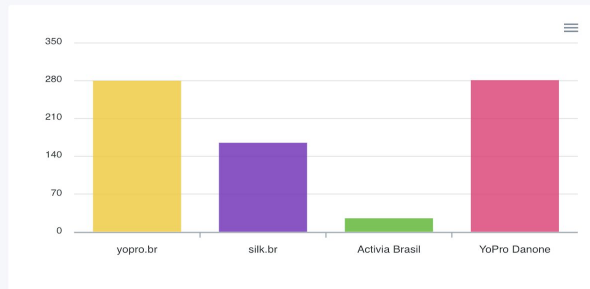


X Clear

Share of Engagement



Average Engagement



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



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

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

Thank you 

data-driven **creativity**