

audiense:

## **Intelligence Center: Countries, topics and politics**

**What are the capabilities of the tool?**

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# Country Intelligence Center (CIC)

Q&A

# Intelligence Center: Access to the CIC

## Country Intelligence Center (CIC)

### Connection:

1. Criteria:  
<https://criterion-cic-2fd8cf690294.hero.kuapp.com/>
2. Persona:  
<https://persona-cic-3df86cb37b95.hero.kuapp.com/>

### Filters:

You can filter the results based on country, period and criterion or persona. You need to select filters to show the graph

1. Criteria

▶ Country...

▶ Period...

▶ Criterion...

2. Persona

▶ Country...

▶ Range Age...

▶ Period...

▶ Gender...

▶ Major Persona...

## Product description

**The goal of this product:** Identify the trends of markets and countries. It is an unique national knowledge on the audience intelligence market

**The scope of this product:** Evolutive and comparative cross-market Analysis and/or country analysis

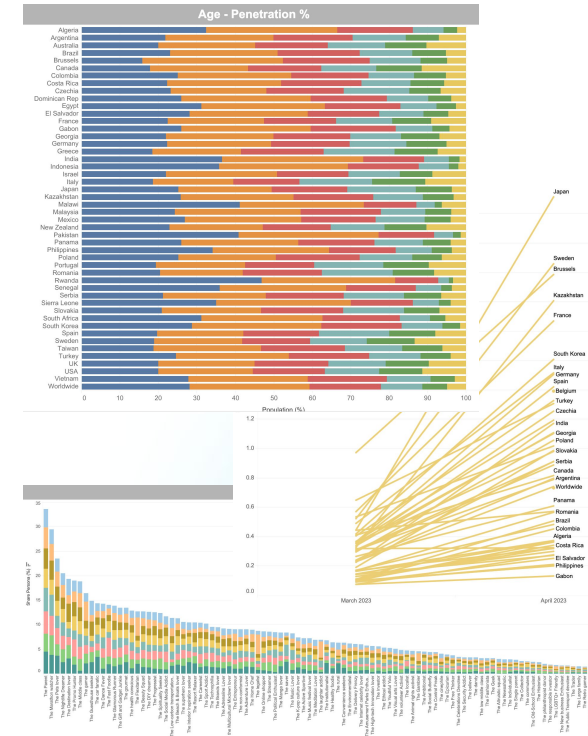
### Kind of insights this product can deliver:

- Comparison and trends:** A brand or an agency can compare genders, age groups, predefined marketing persona, brands and competitors, Events, Topics, Products, etc. by country/market
- Deep dive and trends:** A brand/agency can deep-dive in a specific market/country

## Data base

- Unique national knowledge
- 50 countries
- Worldwide audience
- 1 city
- Gender
- 6 group ages
- 158 buyer personas
- More than 5,000 criteria
- More than 1,000 brands
- More than 200 events
- More than 500 personalities and ambassadors
- More than 500 sportive criteria

## Data Visualisation





# CIC: Approach and analysis

**Global approach:** How is the evolution the market and countries' criteria?

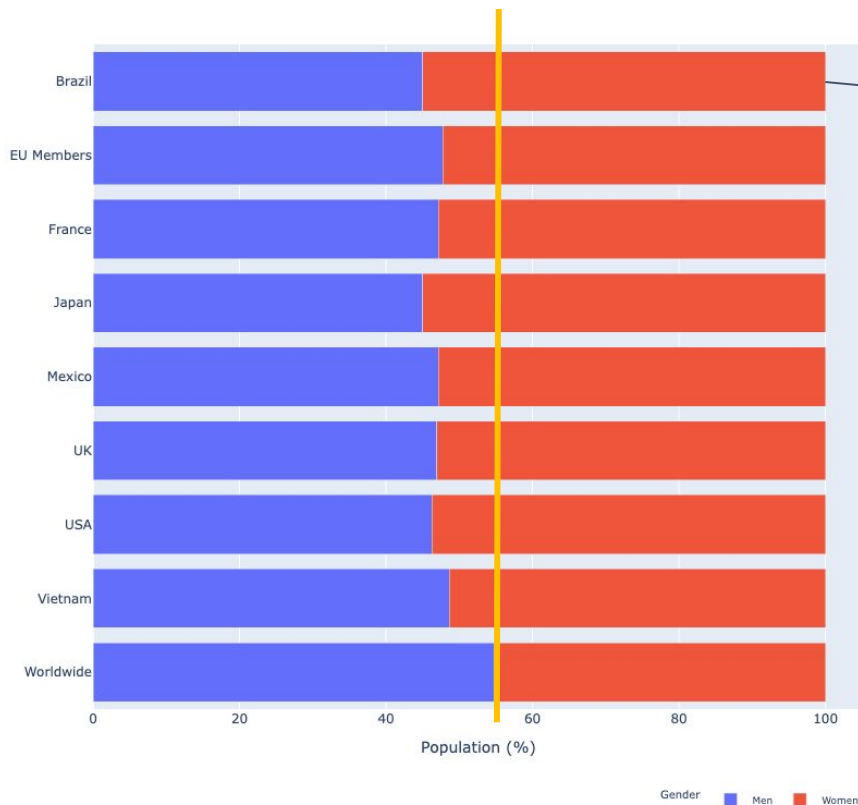
**Specific analysis with the CIC:** Evolutive and comparative cross-market Analysis and/or country analysis

**A. *How a brand/agency can compare***

1. Gender by country/market?
2. Age groups by country/market?
3. Persona by country/market?
4. Brands and competitors by country/market?
5. Events...?
6. Topics...?
7. Products...?

**B. *How a brand/agency can deep-dive in a specific market/country?***

# CIC: What is the gender distribution by country?



**Brazil**

Gender=Women

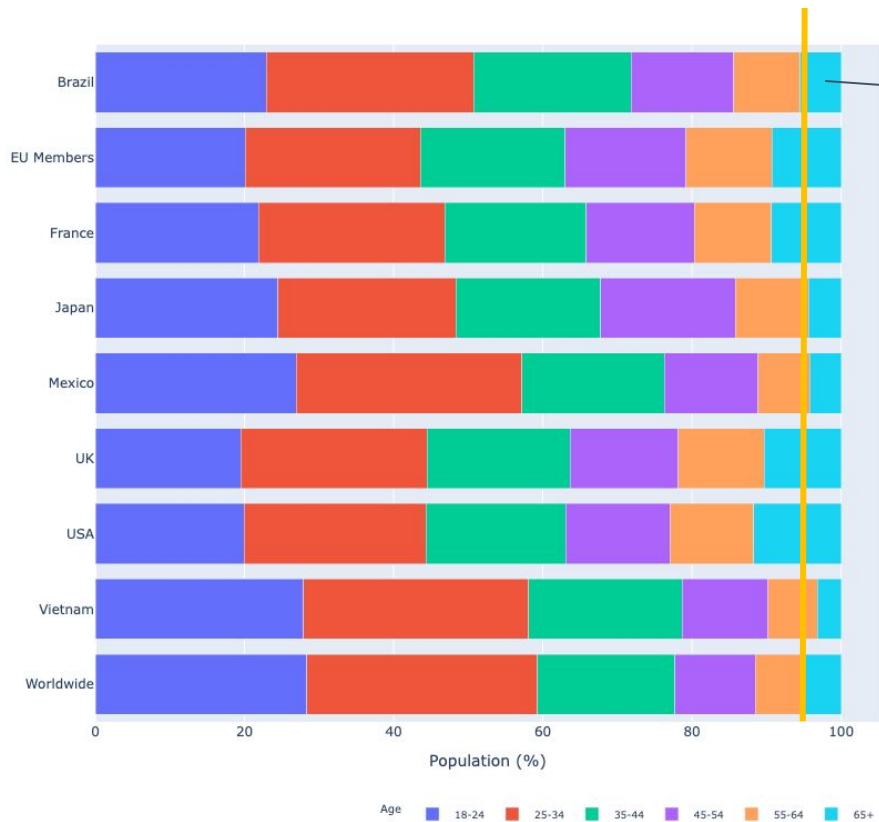
Population (%)=54.97856

Population (size)=81636605.71428572

**Which country is over indexed in woman distribution index?**

**Which country is under indexed in woman distribution index?**

# CIC: What is the ages' distribution by country?

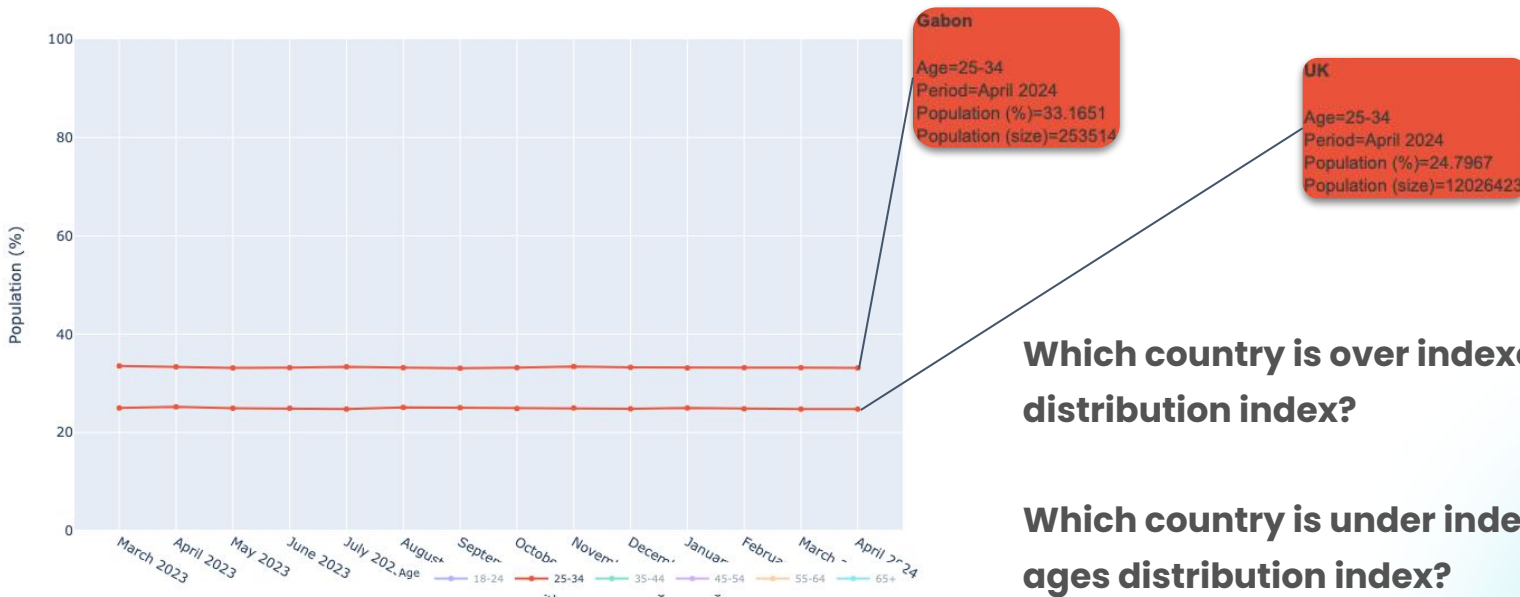


**Brazil**  
 Age=65+  
 Population (%)=5.499079  
 Population (size)=8170529

Which country is over indexed in ages distribution index?

Which country is under indexed in ages distribution index?

# CIC: What are trends of specific gender by country?

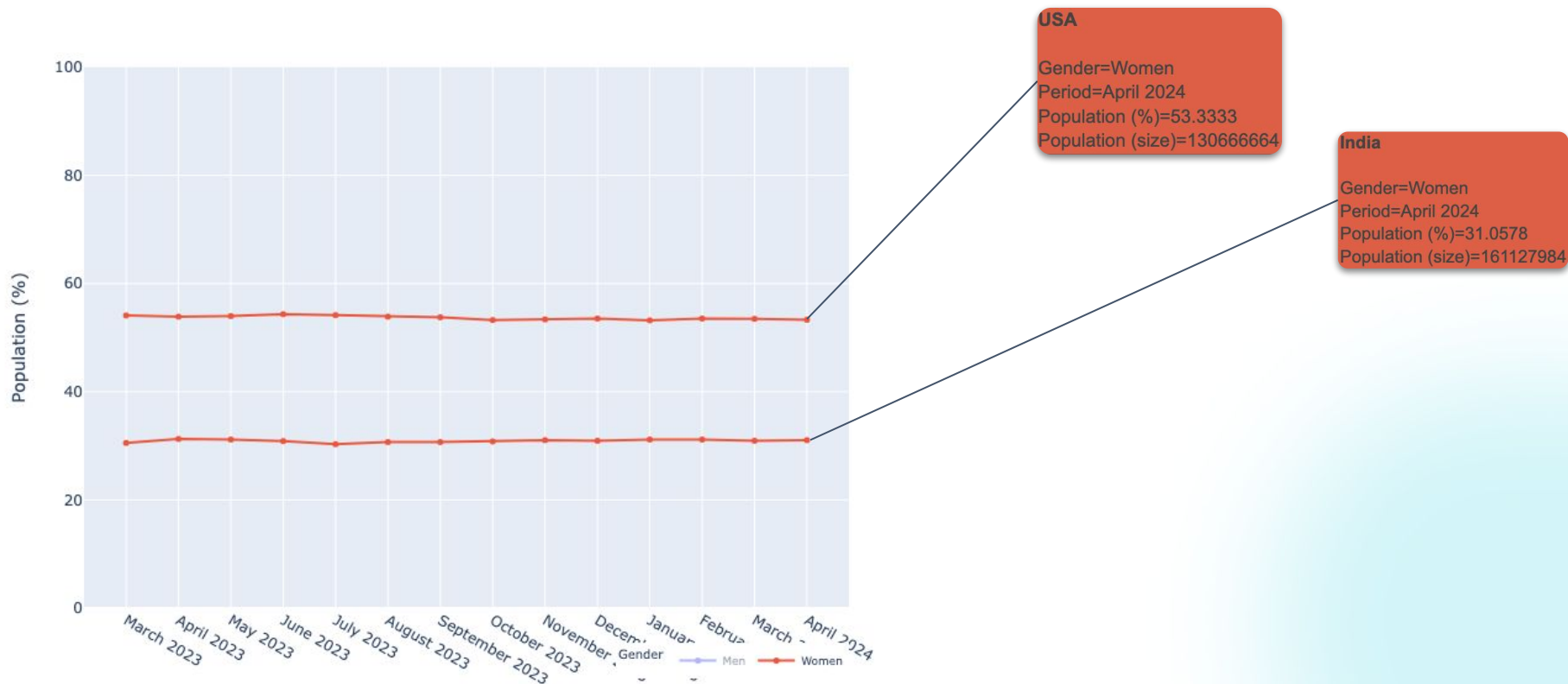


Which country is over indexed in ages distribution index?

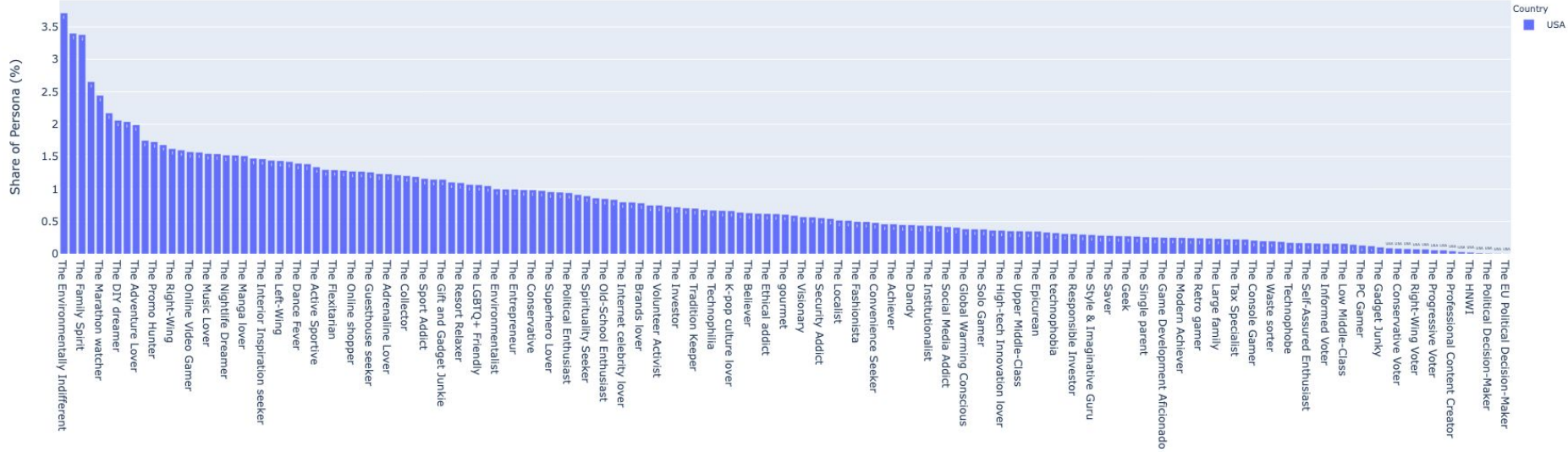
Which country is under indexed in ages distribution index?



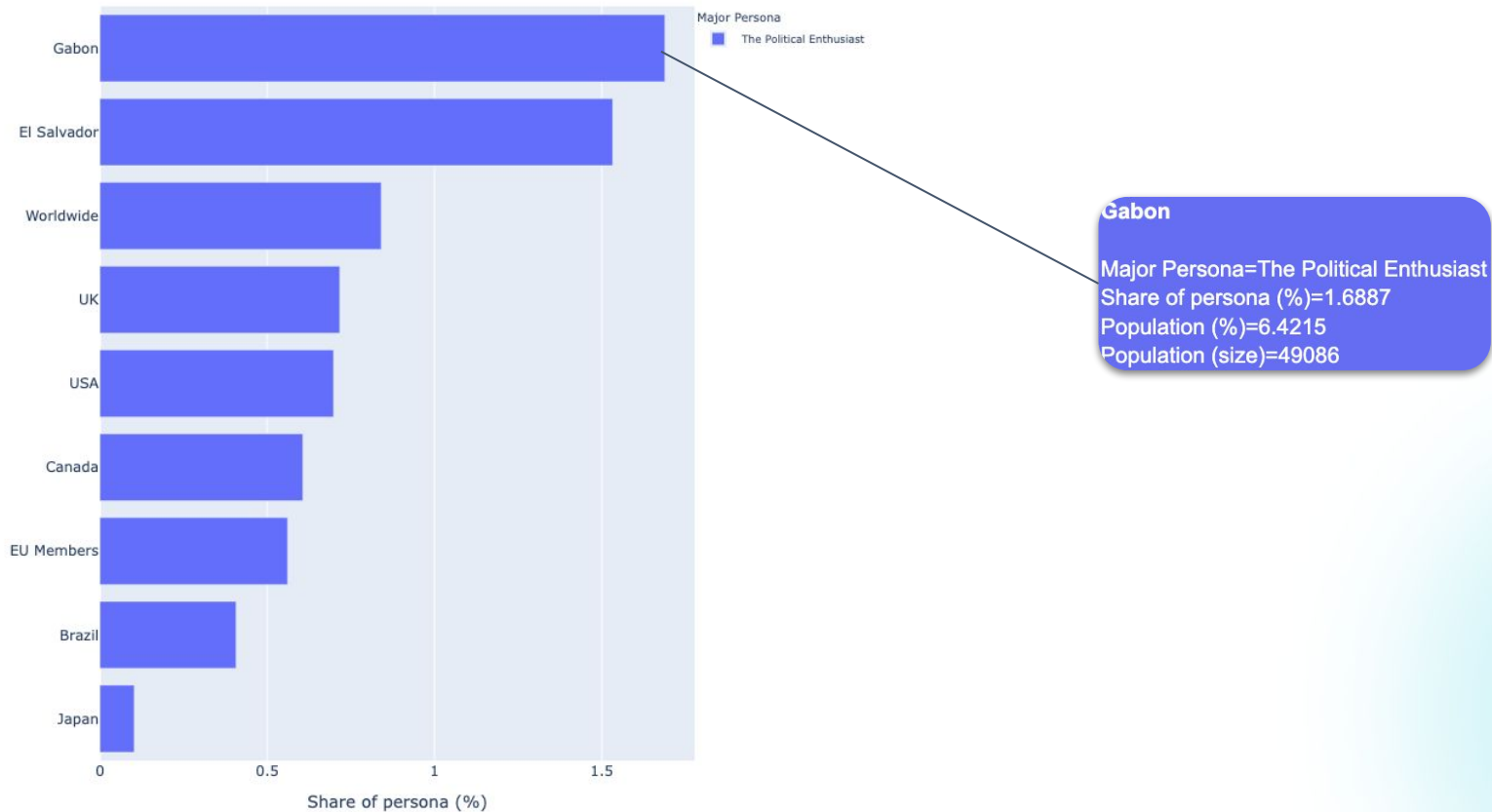
# CIC: What are trends of a specific age group by country?



# CIC: What are the main persona per country?



# CIC: What is the ranking of a persona in different countries?

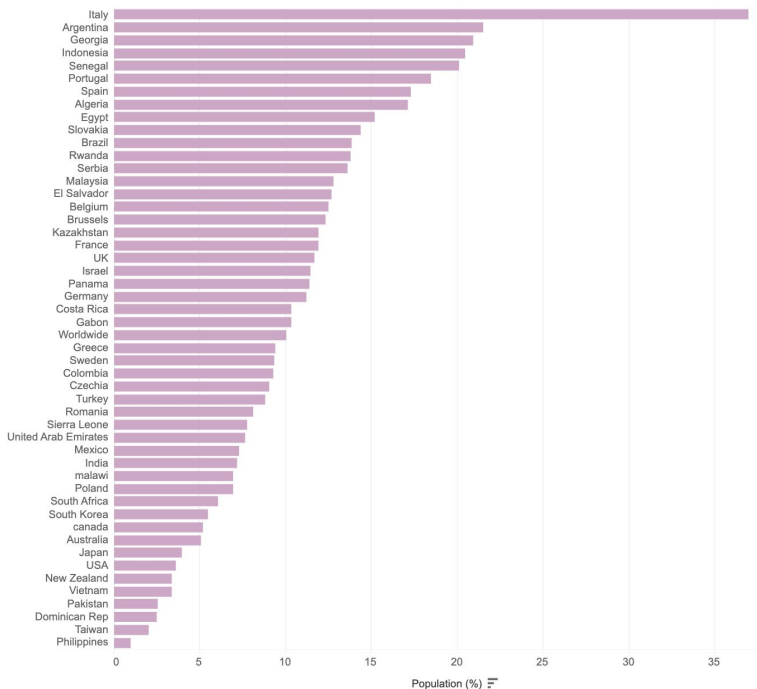


# CIC: What is the ranking of a brand in different countries?

Criterion

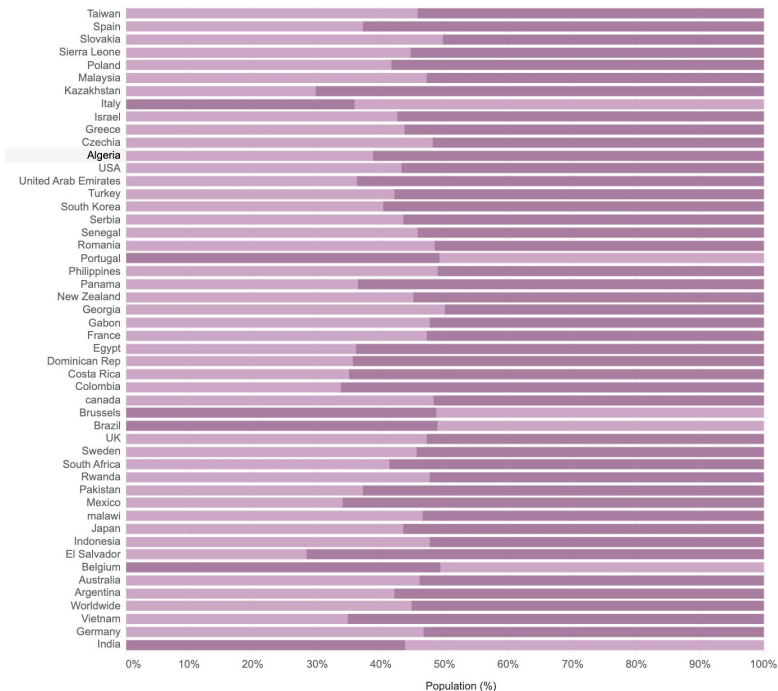
- Juventus F.C.
- Real Madrid C.F.

Brand penetration by country



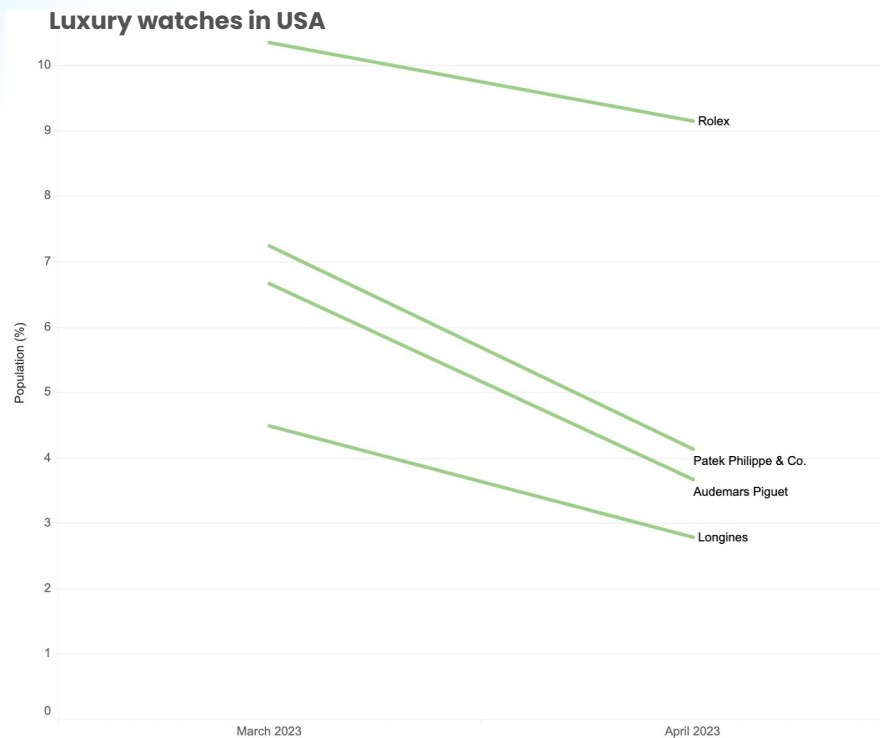
# CIC: What is the competitive penetration of 2 brands per country?

Brand vs competitor by country\*



\* The results show the best penetrations at right by country

# CIC: How can we follow the evolution of competitors in one territory?

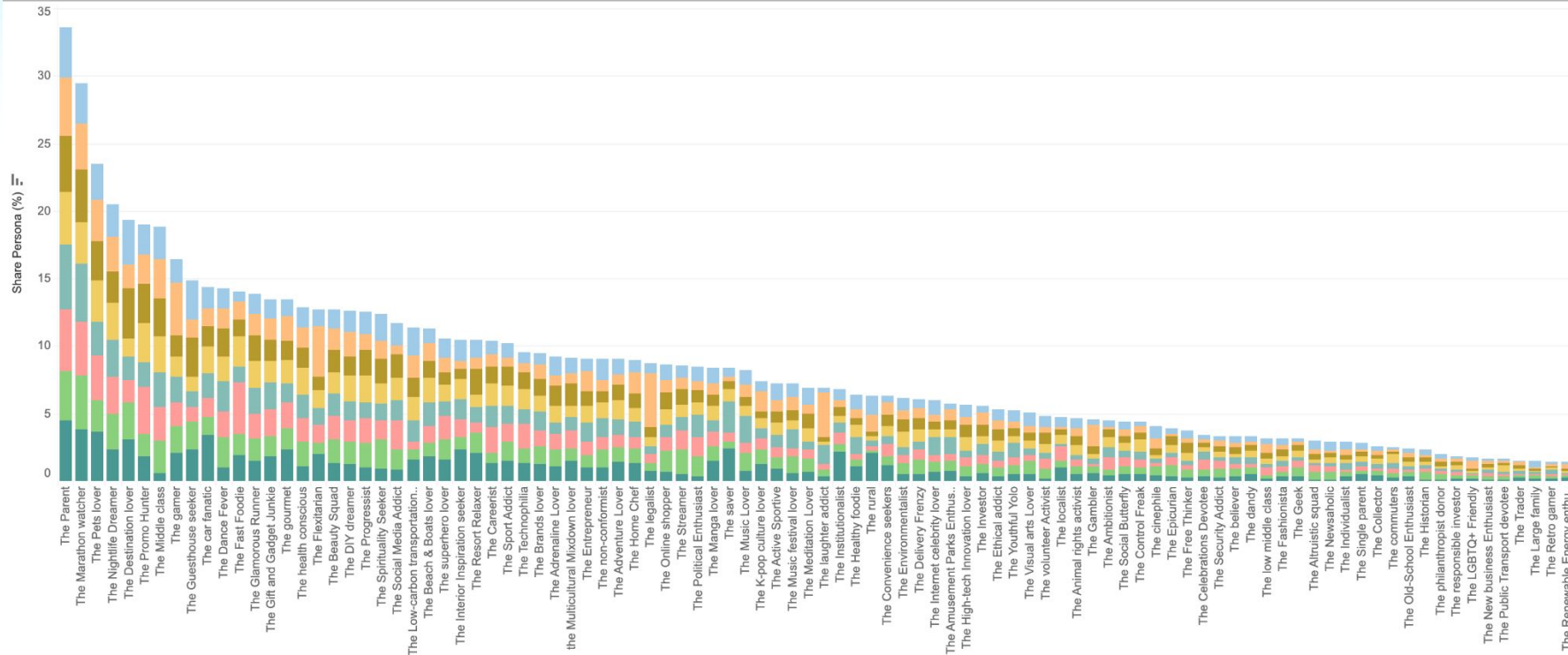




# CIC: How can we analyse the cross-market Main Persona penetration?

Latin America

Main Persona - Standardized Data 100%

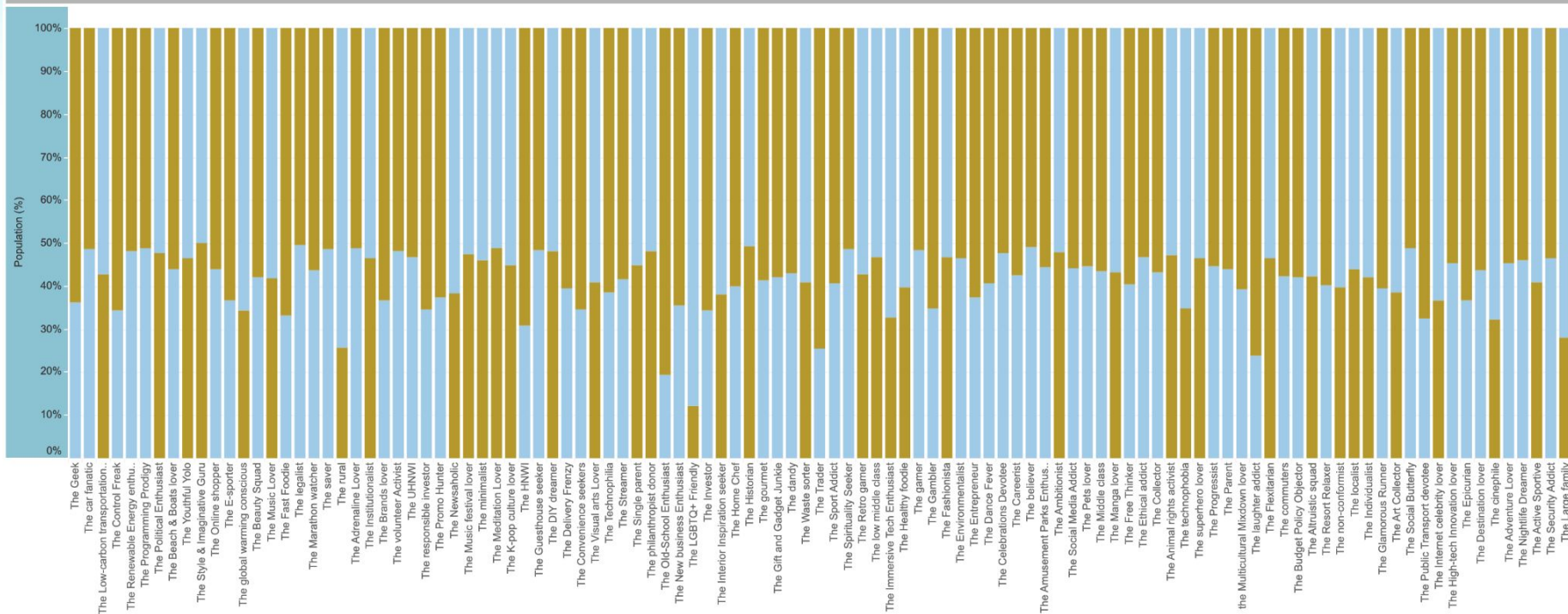




# CIC: How can we compare the national dynamic by

Country Argentina Colombia

Comparative Persona analysis by country



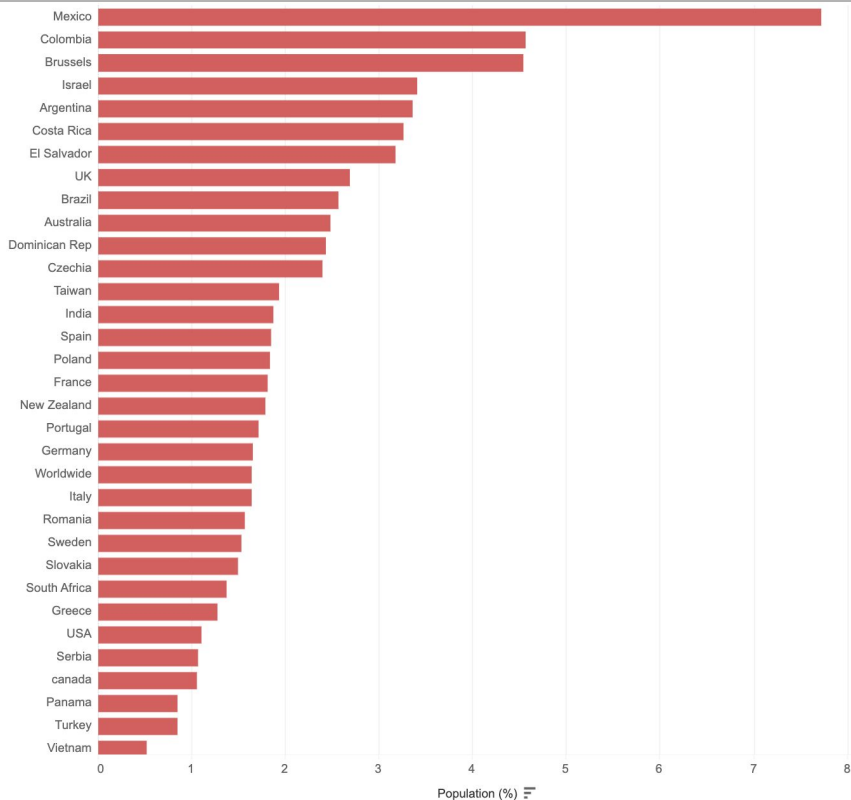
\* The results show the best penetrations on the top of the graph by country



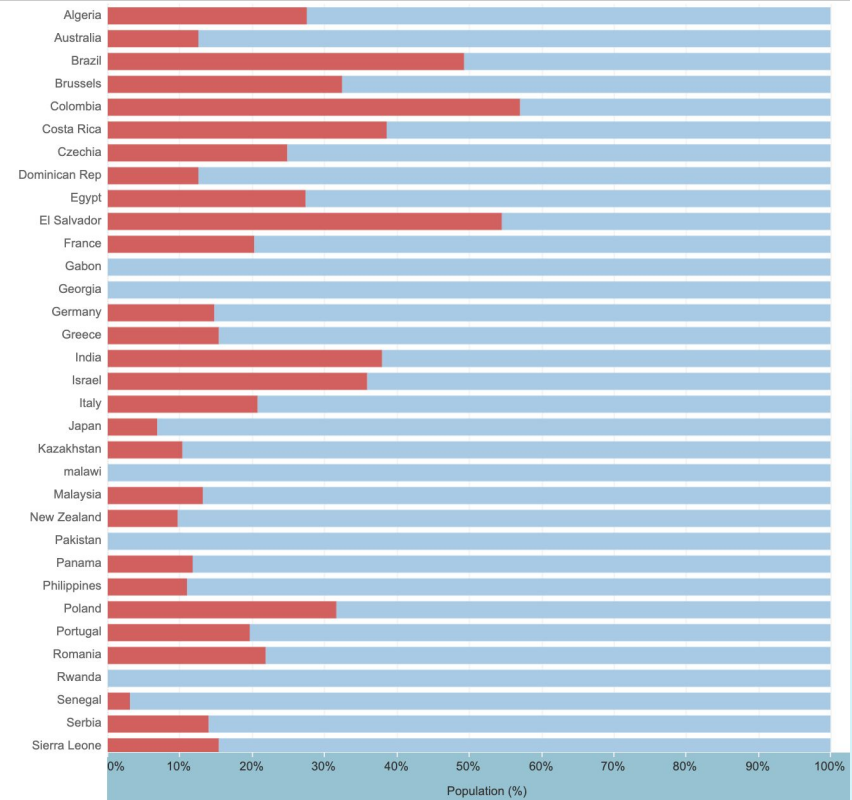


# CIC: How can we identify events by country?

Tomorrowland Criterion - Main Countries - Penetration

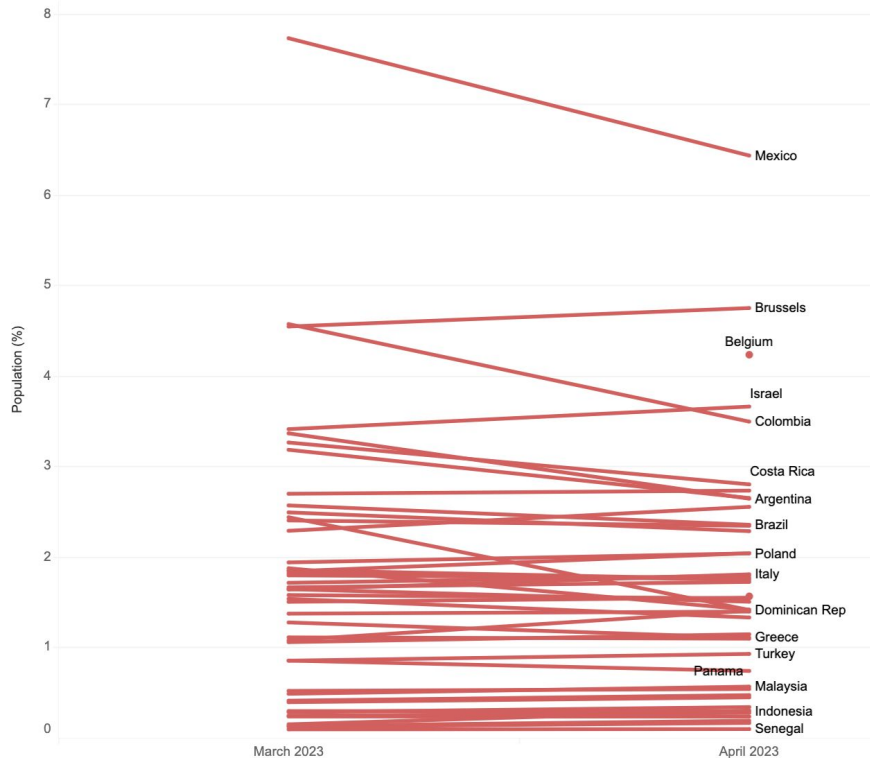


Tomorrowland Criterion - Main Countries - Standardized Data Coachella



# CIC: How can you follow the evolution of an event by country?

## Tomorrowland



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# **Topic Intelligence Center (TIC)**

**Q&A**

# Intelligence Center: Access to the TIC

## Topic Intelligence Center (CIC)

### Connection:

1. Criteria:  
<https://criterion-tic-6917057a613b.hero.kuapp.com/>
2. Persona:  
<https://persona-tic-f90770dc2cac.hero.kuapp.com/>

### Filters:

You can filter the results based on country, period and criterion or persona and entity.

You need to select filters to show the graph

“Entity” is the filter of electronic cigarette and/or cigarette audience definition.

1. Criteria

▶ Country...

▶ Period...

▶ Criterion...

▶ Entity...

2. Persona

▶ Country...

▶ Range Age...

▶ Period...

▶ Gender...

▶ Major Persona...

▶ Entity...

# Topic Intelligence Center: Product description

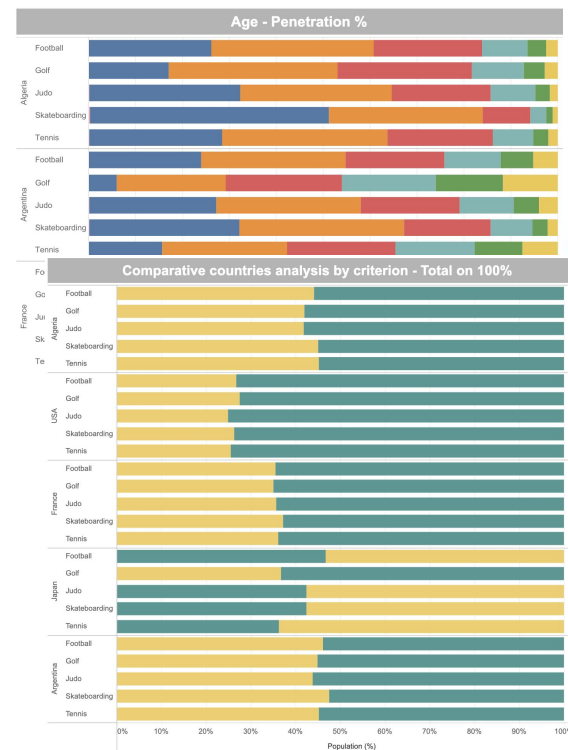
**The goal of this product:** Identify business requests for the customers like partnerships, products evolution, market share gains, sponsorship and follow the trends market by market.

**The scope of this product:** Evolutive and comparative interests, topics and brands analysis

## Data base

- Tailor made project
- 3 crossed variables: countries, topics, products, market, partners, events, etc.
- Predefined audience definition with the customers
- Predefined the business questions with the customers
- Country: no limit
- Gender
- 6 group ages
- 158 Marketing personas
- More than 5,000 criteria
- More than 1,000 brands
- More than 200 events
- More than 500 personalities and ambassadors
- More than 500 sportive criteria

## Data Visualisation



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# Political Intelligence Center (TIC)

Q&A

# Intelligence Center: Access to the PIC

## Political Intelligence Center (CIC)

### Connection:

<https://pic-matrix-e278dca5d9df.herokuapp.com/>

### Insights:

You can present the results based on country, period, topics, gender, aged, criterion and persona.

You have one graph to present every data

▶ Select  
Persona...

▶ Select  
Criterion...

▶ Select  
Age...

▶ Select  
Gender...

▶ Select Thematic  
Universes...

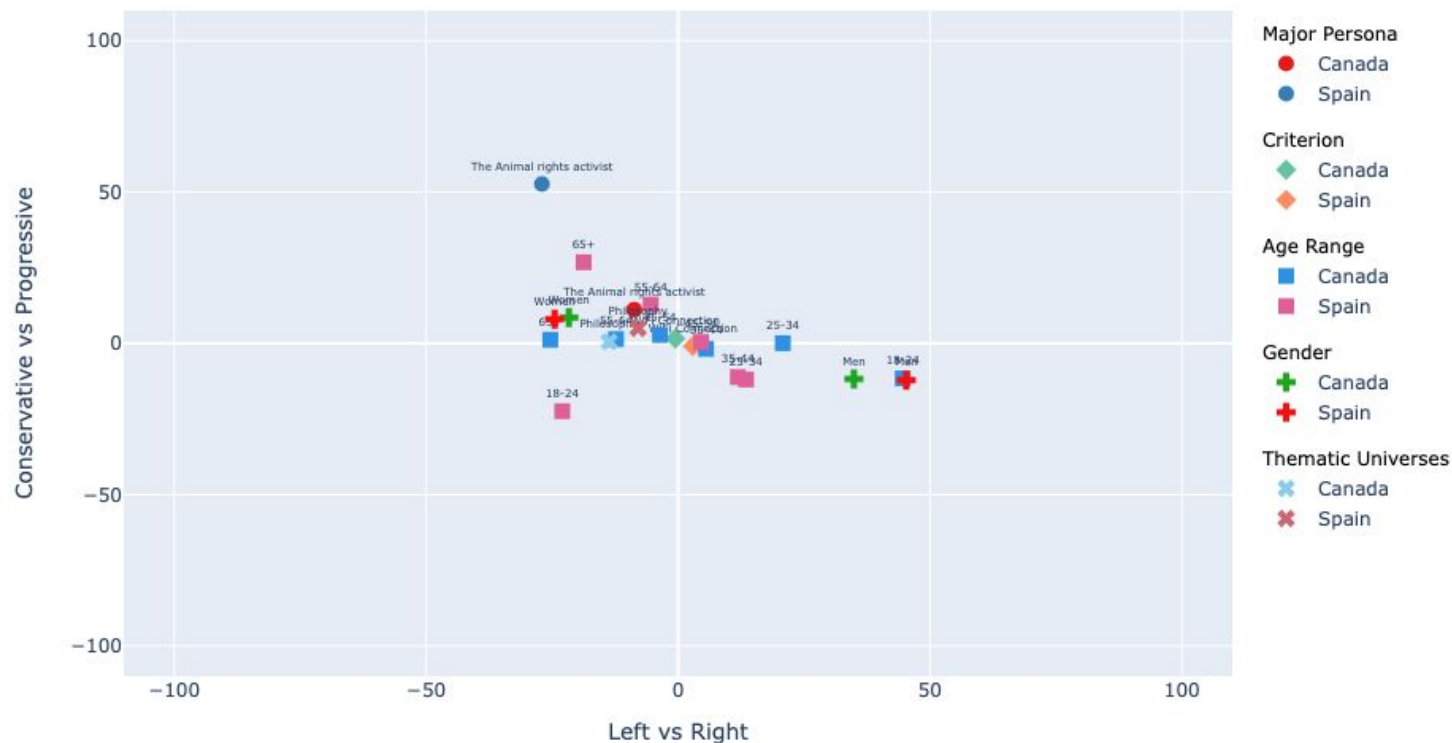
▶ Select  
Period...

▶ Select  
Country...



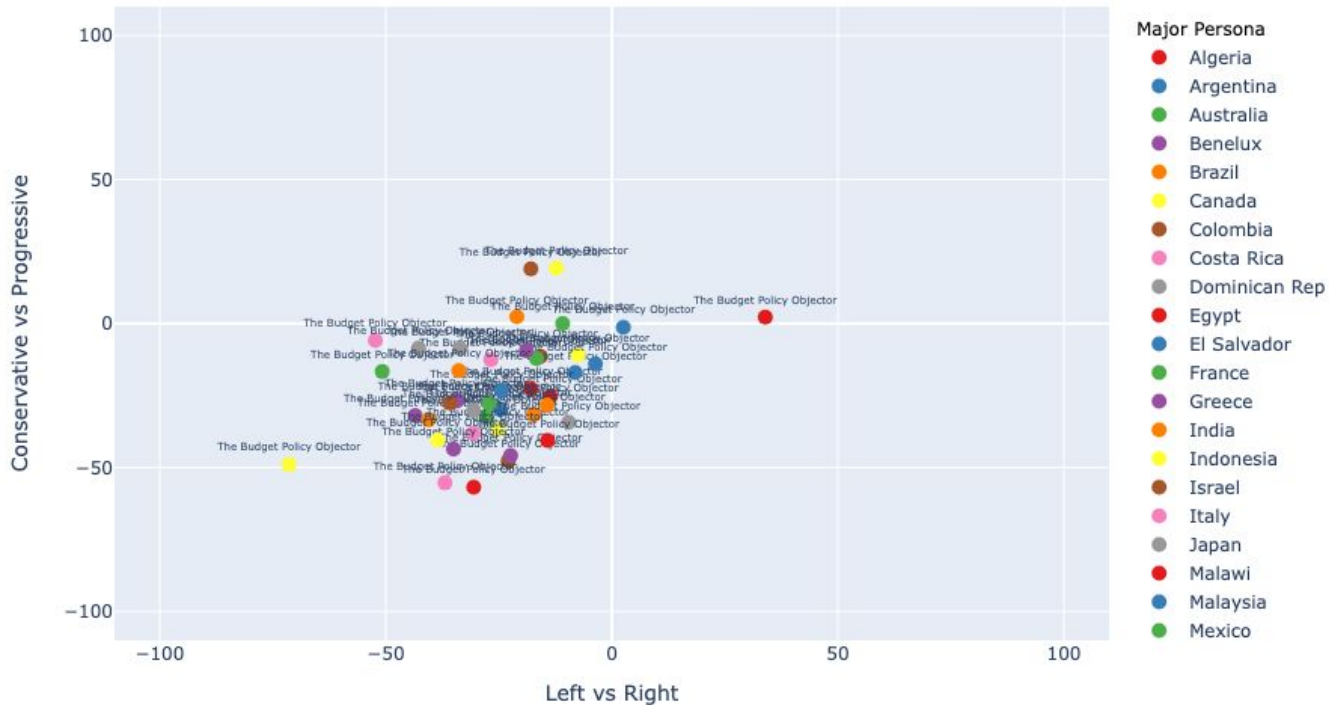


# PIC: How is the political orientation of gender distribution and age groups?

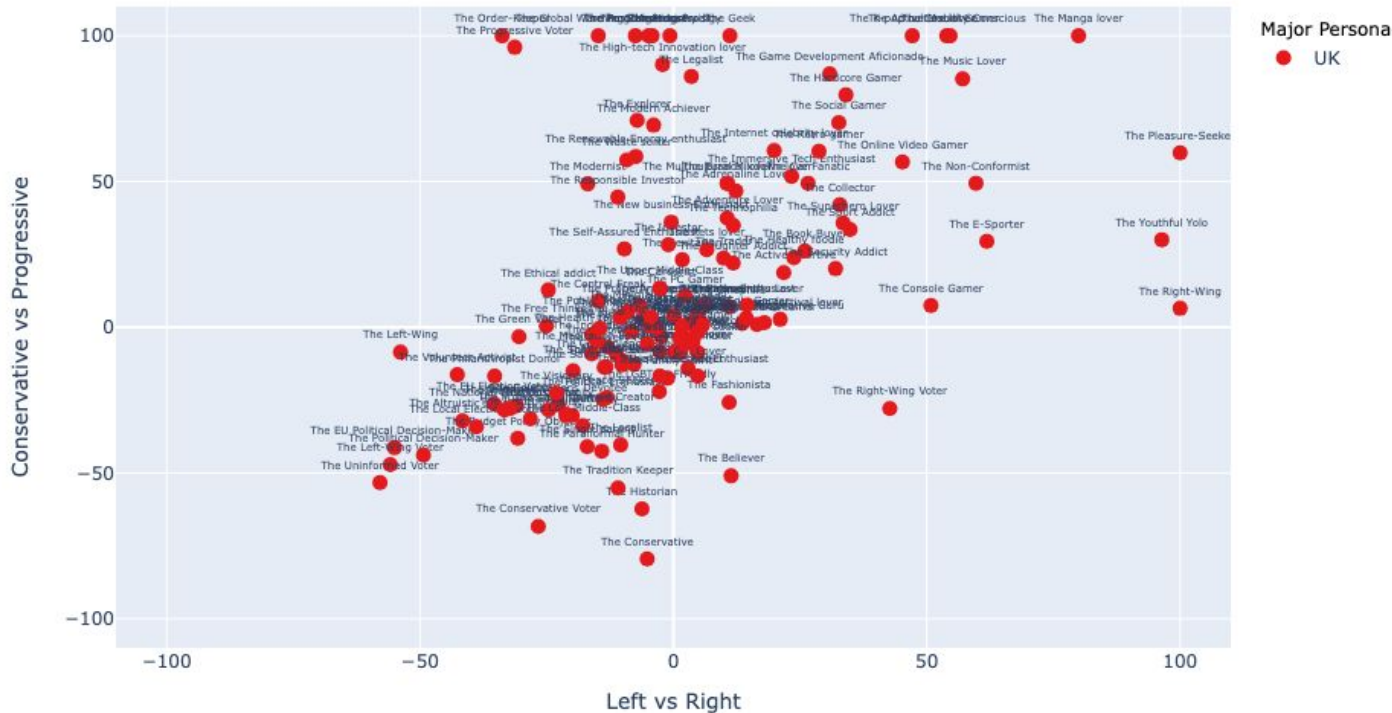




# PIC: What is the political orientation of a major persona per country?

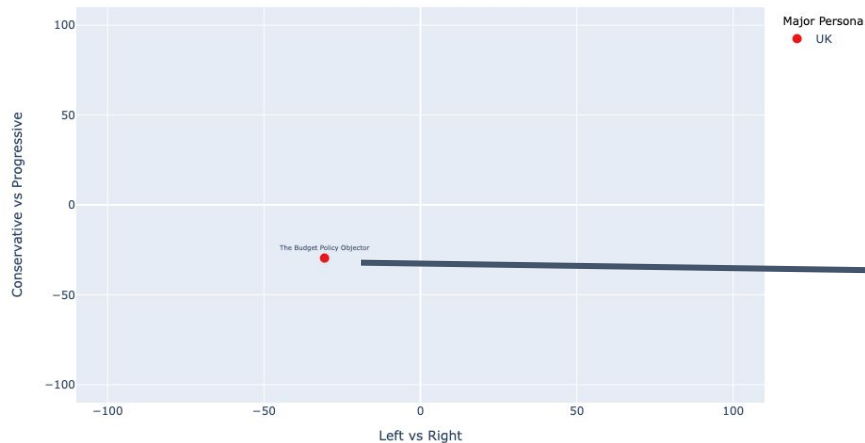


# PIC: What is the political orientation of every major persona in one country?



# PIC: What is the political orientation trend of a major persona in one country?

March 2024



April 2024

