



bolt

Instantly Sit Next To Your Consumers

*"Incredible speed,
with rich and actionable learnings."*

*"To be able to move on using only the dashboard saved
invaluable time in our product development."*



Brands we work with

CAPCO



L'ORÉAL®

McKinsey
&Company



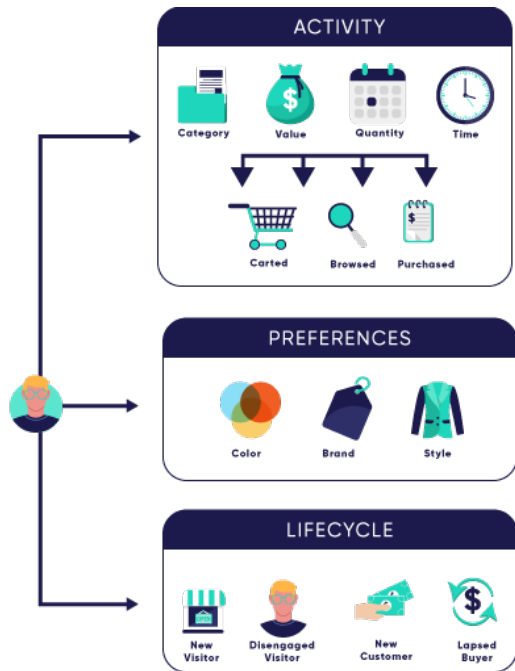
DIAGEO



VIACOMCBS



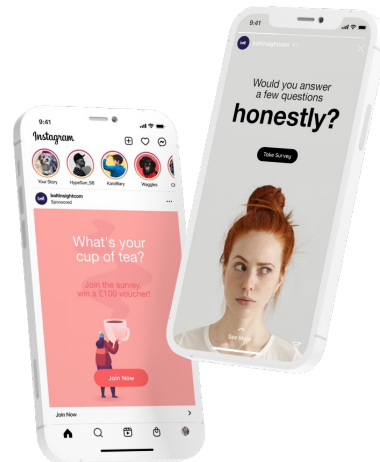
Authentic consumers from social and app networks targeted based on their online behaviours



Target specific segments through demographic, behavioural, interest-based and location criteria.

No panelists or pro survey respondents.

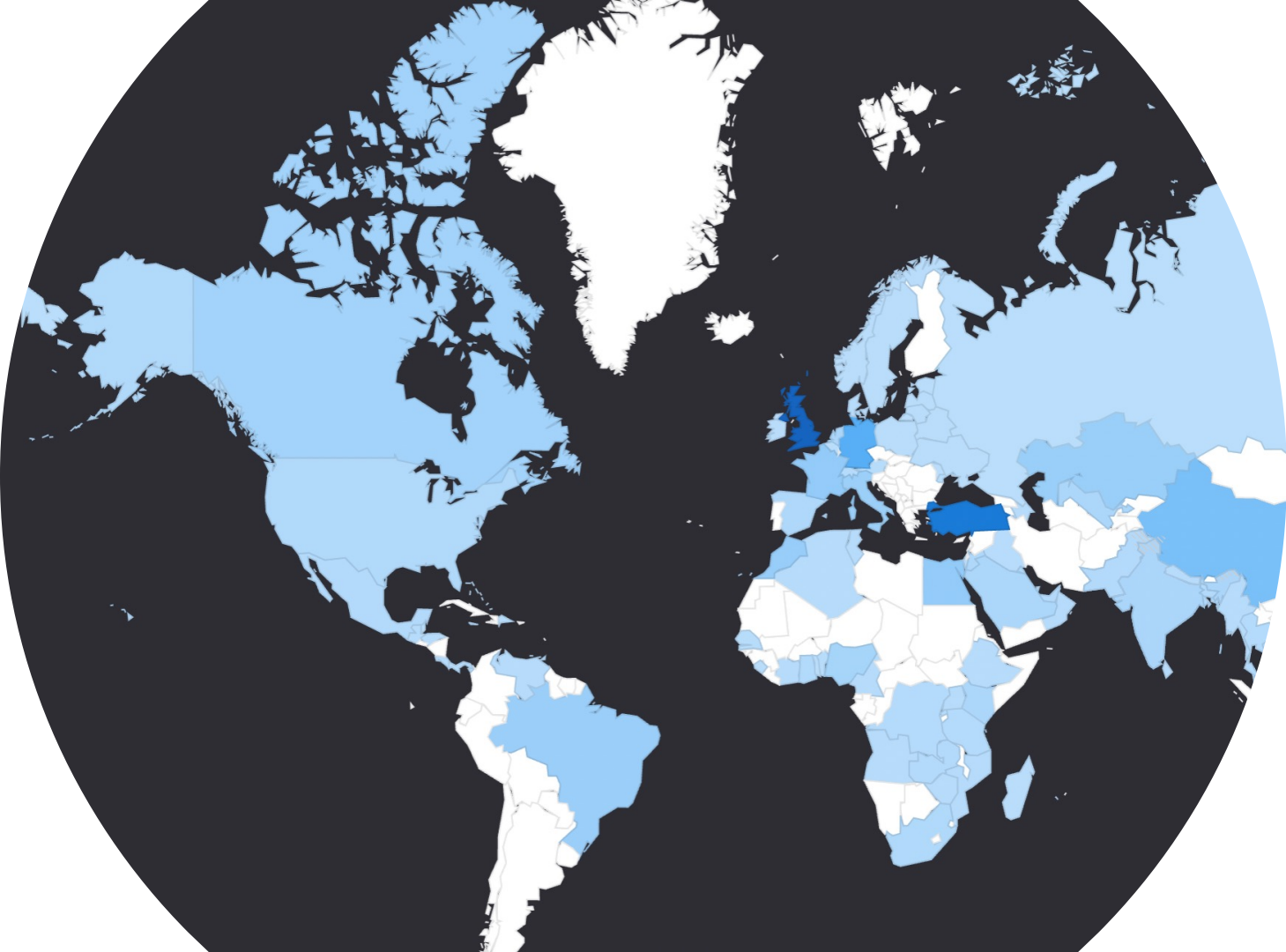
Only **fresh** and **real** consumers!



Connect with high-attention consumers that are already in the need space of your category.

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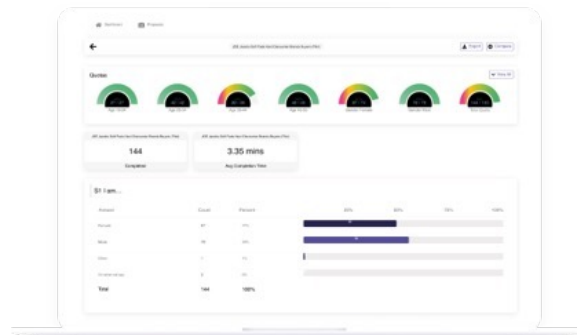


End-to-end insight platform for Quant and Qual insights

Engaging, large scale surveys in 120 countries.



Whether it's brand tracking, media measurement or testing innovation, **ask anything** to better understand your consumers.



Actionable insights delivered through an interactive, live dashboard combined with advice from **market research experts**.



Instantly Sit Next to Your Consumers

Reach consumers anywhere from high-streets to shopping malls with hyper targeting.

Innovation Studies

- Idea/Concept Screening
- Pack/Claim/Name/Logo Testing
- Price Testing

Campaign Evaluation Studies

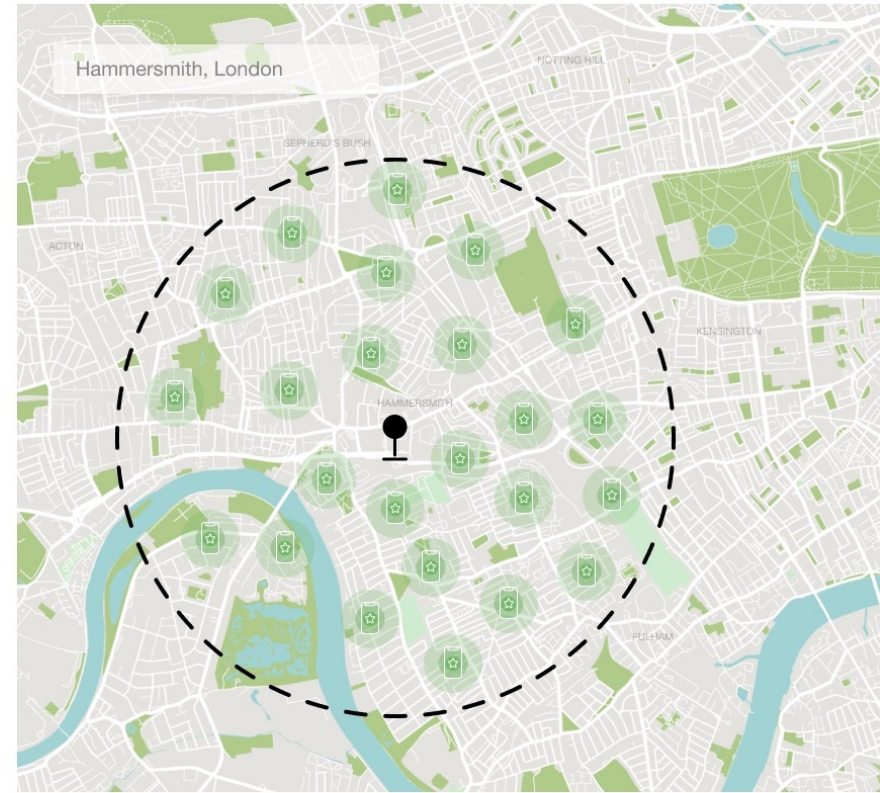
- Pre-Ad / Post-Ad Testing
- Event / Campaign Effectiveness
- Celebrity / Influencer Awareness

Market / Consumer Understanding Studies

- Usage and Attitude (U&A)
- Segmentation

Brand Awareness Studies

- Brand Health or Awareness Tracking
- Brand Image or Positioning
- Brand Equity Measurement



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Follow us on the
remarkable journey.

Use Cases



Pepsi: Evaluating Media Performance

Challenge

Pepsi wanted to evaluate the performance of a digital campaign, with the audience not only having seen the campaign but also having participated at the event.

Approach and Solution

- Targeted and surveyed the same consumer group that the adverts were previously presented to.
- Designed survey to measure the impact of celebrity involvement, source of adverts, and performance of online event.

Outcome and Business Impact

Client increased campaign cost efficiency by up to 25%.

- Actionable insights to optimise Pepsi's communication strategy, media plan and campaign delivery.
- Enabled brand team to increase cost efficiency before launching the next round of events.

Hackathon Overnight Concept Testing

We evaluated concept potential and KPI performance of 48 ideas and defined the outstanding ones by trend areas, market, age/gender/consumer type segments.

Unilever came away armed with key learnings and takeaways to directly apply in their product development pipeline.



5,765

Interviews

**UK, US,
FR**

3 countries



10 hrs

Data Acquisition

4 hrs

Data Analysis & Output
Delivery



Premier Foods: Geo-targeted Product Evaluation

Challenge

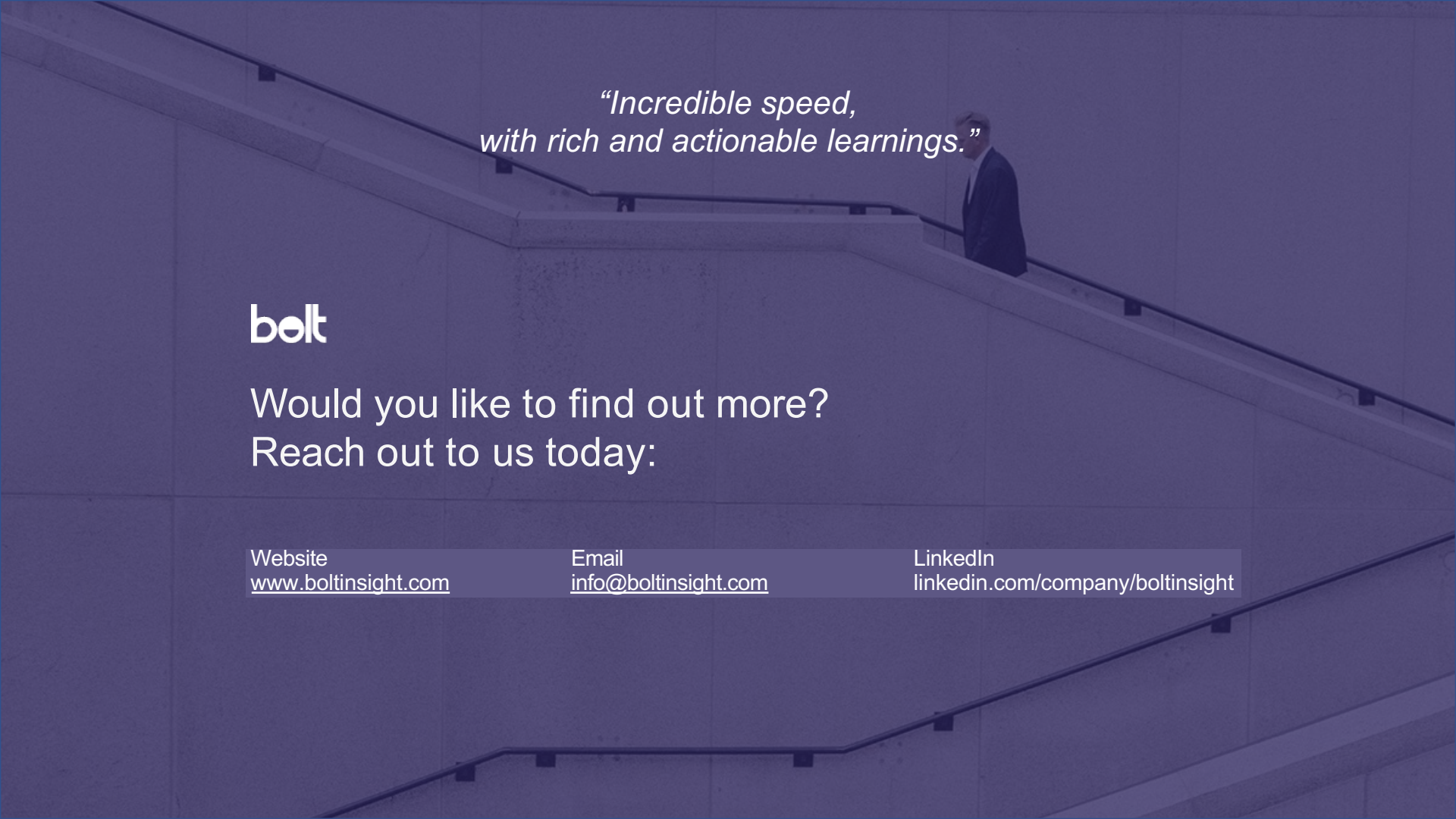
Premier Foods wanted to gauge consumer reaction to a new product being trialled in a predefined set of UK stores.

Approach and Solution

- Interviewed **+350** consumers using **precision geo-targeting**.
- Re-targeted and **interviewed shoppers** who had **visited the exact stores** taking part in product trial.

Outcome and Business Impact

- **Clear signal** on product performance per store.
- **Precise recommendations** for **optimizing in-store performance** through packaging, placement, and visibility.



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Would you like to find out more?
Reach out to us today:

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