StarMaker™

happen®

Use big data to analyse consumer emotions at scale, enabling smarter decision-making

StarMaker uncovers the motivations that drive real behaviour change, by beginning with emotion.

Emotions drive every decision we make, and they are hidden in the language consumers use on social media, reviews, forums, blogs and more. StarMaker gathers, analyses and cleans that data, ensuring each piece is rich with insight and relevant to your business challenge.

It hones in on emotional extremes, such as excitement and frustration, to identify the precise motivations driving people towards or away from brands, products or categories. In context of cultural trends and news impacting that same group, these nuggets of consumer motivation can be transformed into campaigns, products and communications that speak directly to genuine consumer desires.

1: Create a data universe

Procure as many different online data samples as possible relating to your brand/ product/category.

2: Extract the most relevant data

Engineer a single, harmonised view using data "purification".

3: Explore emotion in the data

Identify different emotions within the data. Analyse these to uncover root causes, revealing tensions or opportunities for your brand.
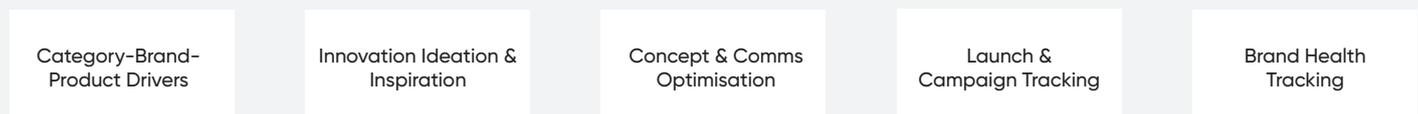
4: Build & grow brands

Translate these insights and clues into specific actions designed to improve brand/product engagement and excitement. All from a powerful understanding of real, spontaneous and unprompted consumer emotion.

StarMaker approach

Real, unprompted, relevant online data **+** Unprovoked emotions **+** 1000s of real consumers voluntarily engaging in your brand/category **+** Spontaneous responses during brand engagement/ product experience **=** Meaningful emotion measurements that are proven to drive sales **+** Actionable outcomes based on real consumer experiences

Benefits

Category-Brand-Product Drivers

Innovation Ideation & Inspiration

Concept & Comms Optimisation

Launch & Campaign Tracking

Brand Health Tracking

StarMaker™

happen®

Testimonials

"We are really excited by what approach can do for us at RB. StarTrack's game-changing approach has helped Scholl to accelerate product launch optimisation. Our Marketing, CMI and Trade teams now have a deeper level of insight around what's driving consumer frustration and excitement in our launches. That gives us the confidence to react fast to course correct what's not working, optimise execution and communication, build stronger trade stories and establish a stronger competitive advantage."

CMI Europe, Scholl @ Reckitt Benckiser

"Starmaker'sapproach to exploring different consumer emotions is clearly new and different. Showing what drives frustration and excitement is a great way to help marketing teams to prepare their next NPD launches, develop relevant CRM communications and even collate relevant consumer-led social media content and marketing campaigns.It gave us a 360 degree view of the category, allowing us to understand the big category macro trends and competitor performance all the way through to consumers' motivations. Recommendations were actionable and commercially focused in a way that internal stakeholders can use the insights in the implementation of their strategies."

Group CMI @ L'Oréal

"This feels different because it reveals under-served needs and more importantly the drivers of those needs in context for a category.It has helped us to rethink our approach to insight and innovation. We have discovered insights that we can benefit from as a brand and our teams now have a deeper level of insight around what's driving consumer frustration and excitement in our category and what's influencing consumer's choices based on their experiences of other categories and products.We feel we have some really strong platforms to innovate based on this insight."

Head of R&D @ Ecover

Decode categories
Spot emerging trends
Uncover fresh insight
Accelerate growth

To learn how you can protect and grow your business with innovations that really work, visit happen.com or get in touch: hello@happen.com