

SheQ™ Test

Woman-Inspired Growth Assessment

From Seed Strategy

Grow your brand with the world's
most powerful consumers—women.

Seed's new SheQ Test helps you see your brand through her eyes, highlighting the strengths, opportunities and potential for game-changing growth.

WHY WOMEN?

Women drive 70 to 80% of all consumer purchasing, ultimately deciding where \$5 trillion goes each year.

Knowing this, Seed fielded a proprietary primary research study which confirmed what many have known—or felt—for decades: that there are some categories that women feel “get them” more than others. We dug into our findings to uncover women's tensions with category experiences and to better understand their mindsets and values as consumers—ultimately guiding us to where we could inspire change.

TAKING THE TEST



See With Fresh Eyes

Our team of strategists and analysts will dig into your brand's existing data to provide an objective view of your consumer experience, bolstered by Seed's SheQ findings and secondary research.



Listen With Purpose

We can also field custom research with the specific goal of unearthing the perceptions of your brand with women. Whether quant or qual, with lapsed users or brand loyalists, this custom study can further illuminate opportunities and fill in gaps where past research may not have told the full story.



Walk in Her Shoes

With data in hand, we will dispatch our force of female strategists to go “undercover” to experience all of your brand's consumer touch points. From communications to customer service, our agents in the field will collect real-world experience to bring the data to life and inspire actionable opportunities.



Spring Into Action

With a breadth of understanding spanning multiple sources, our cross-functional team will craft a compelling business story, outlining actionable plans and implications in a dynamic workshop with your brand's team leaders that can help you forge deeper, more meaningful relationships with women consumers.

Want to learn more? Contact us today @ 859-594-GROW (4769)

Seed Strategy
Where clarity grows.®