

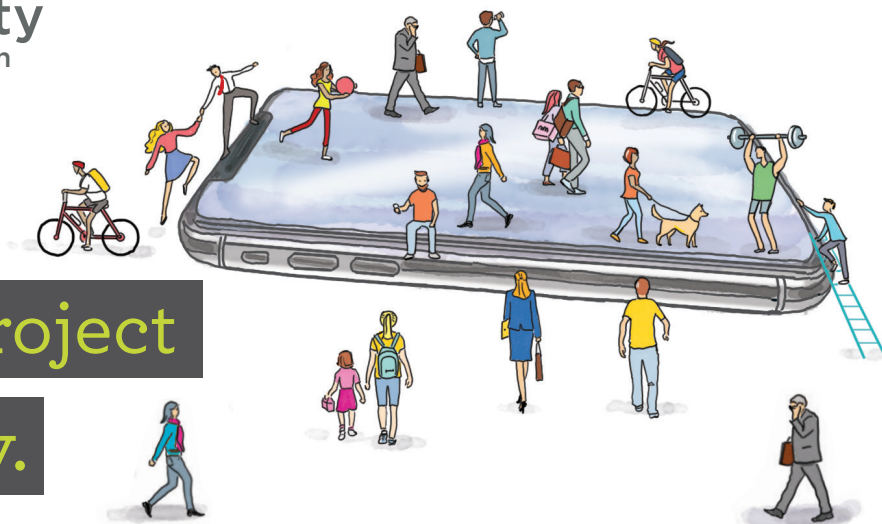


Social Reality

Digital Data Exploration

From Seed Strategy

Anchor your project in social reality.



Seed's digital data exploration grounds projects in social intelligence to ensure you're addressing the real needs of real people in real ways.

WHY IT WORKS



People-Centric, Not Consumer-Centric

Absolutely no one self-identifies as a "consumer," so Seed's data journalists humanize social data to improve the experiences of its creators—real people.



Social Listening is Just the Beginning

Seed starts with social media but reaches beyond expected platforms to freshly mine data from forums, blogs, reviews and catchall sites like Reddit and YouTube.



Triangulated Digital Data Sources

Seed builds truer frameworks for understanding by triangulating data from at least three digital sources, such as social listening plus search data plus secondary online data.



Analyzed Through a Social Science Lens

Unlike digital-marketing research, Seed's data journalists take an academic approach to framing questions and analyzing data to foster a more authentic mindset.



Storytelling and -showing

Seed's data journalists bring actionable insights and frameworks to life in visual ways that inspire clarity and excitement.



SEED'S SOCIAL REALITY CAN HELP YOU...

- Capture audience- and category-specific insights and idea territories
- Build an authentic vocabulary and visual language catalog for category and brand attributes
- Mine trends at the audience, category and cultural level
- Craft more inspired ideation stim, including visual social posts
- Plan qualitative research with better informed hypotheses

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

Seed Strategy
Where clarity grows.®