



The Hive
Online Consumer
Co-Creation



From Seed Strategy

Dissect and perfect
ideas with consumers
in real time.

The Hive connects you with a diverse colony of consumers as they co-create, deliberate and optimize—right from your desktop.

WHY IT WORKS



Flexible Design

One part research, one part creative workshop, the Hive offers a unique setting to explore whatever your brand needs to grow—consumer insights, brand perceptions, language and visuals, optimized concepts and beyond.



Deeper Connections

Over the course of up to 7 days, respondents complete a bevy of daily activities—completing surveys, blogging with one another, posting photos and participating in custom projective exercises, all designed by Seed's consumer behavior experts.



Exceptional Respondents

Each Hive is custom-recruited for the objectives at hand, resulting in up to 30 geographically dispersed, carefully selected respondents who are creative, insightful and expressive.



Dedicated Team

Rather than working in isolation, our strategists, creatives and researchers work hand-in-hand with your team throughout the process, analyzing feedback, perfecting concepts and unearthing game-changing insights.



Real-Time Optimization

Iterative stimuli exposure promotes respondent engagement and rapidly hones concept nuances. Plus, with 24/7 access to the Hive site, your team can observe, process and react to everything that's happening, as it's happening.



Better Results

Designed to mirror social networking sites, the Hive provides a dynamic social setting that's more comfortable than traditional research environments, resulting in insights that are richer, purer and more reliable.



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

Seed Strategy
Where clarity grows.®