

STARCOUNT

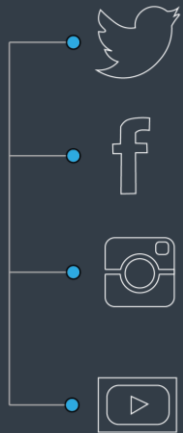
Bringing customers into the boardroom

An abstract graphic consisting of a horizontal line with two small yellow dots at its ends. From these dots, several thin white lines radiate downwards and outwards, connecting to various vertices of a complex, multi-pointed geometric shape that resembles a stylized star or a cluster of overlapping triangles.

What we do; an audience first approach

GLOBAL DATA

194 markets



50 BILLION CONNECTIONS

Stars: e.g. brands, events, programs, films, media, influencers



1 BILLION
INDIVIDUALS

300K STARS
GLOBALLY

DETECTOR

The clever bit



MOTIVATIONAL SEGMENTATIONS

Passions, interests,
aspirations & connections



INDICATORS + INFLUENCES

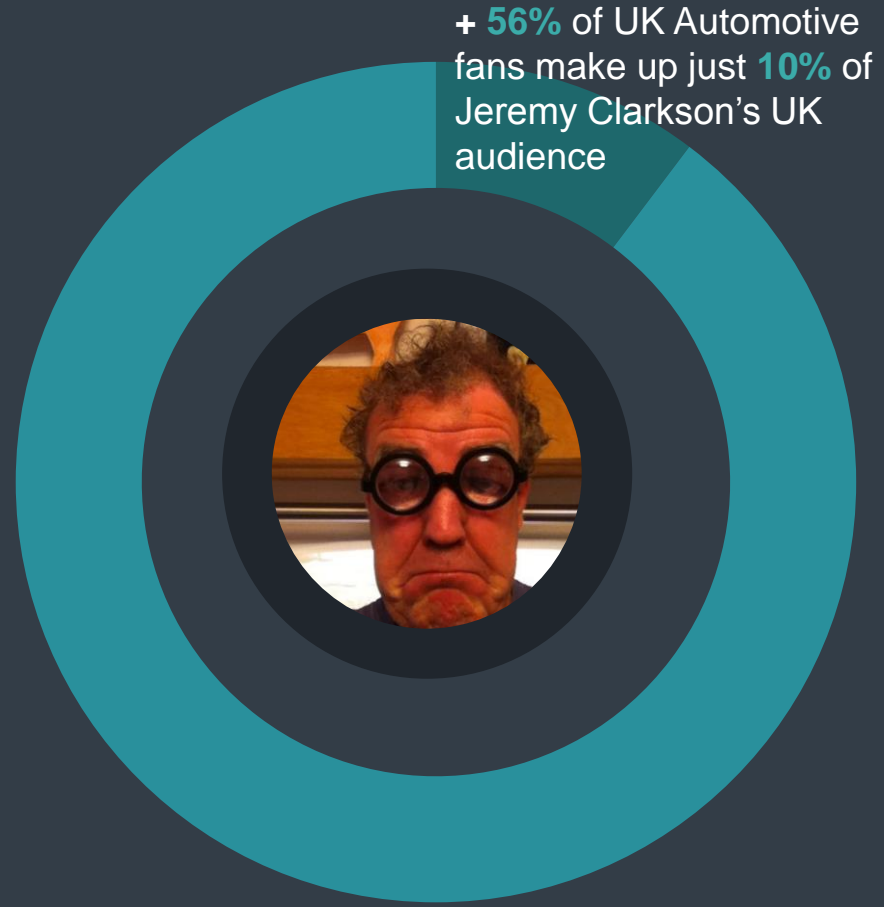
Trends, triggers,
lifestages & temporal
influence



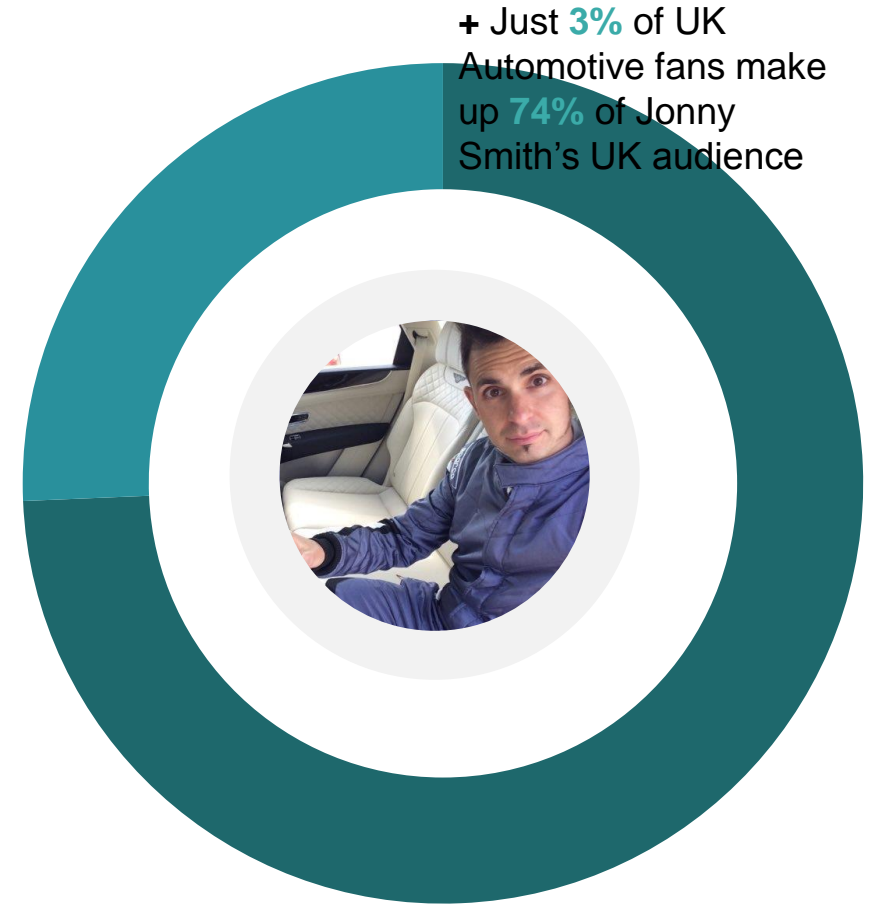
+ The new influencer ecosystem:
a unique perspective on the role that
passions play in determining behaviour and
how best to influence key audiences



Absolute versus relevant reach



Larger overall reach
Less influential reach



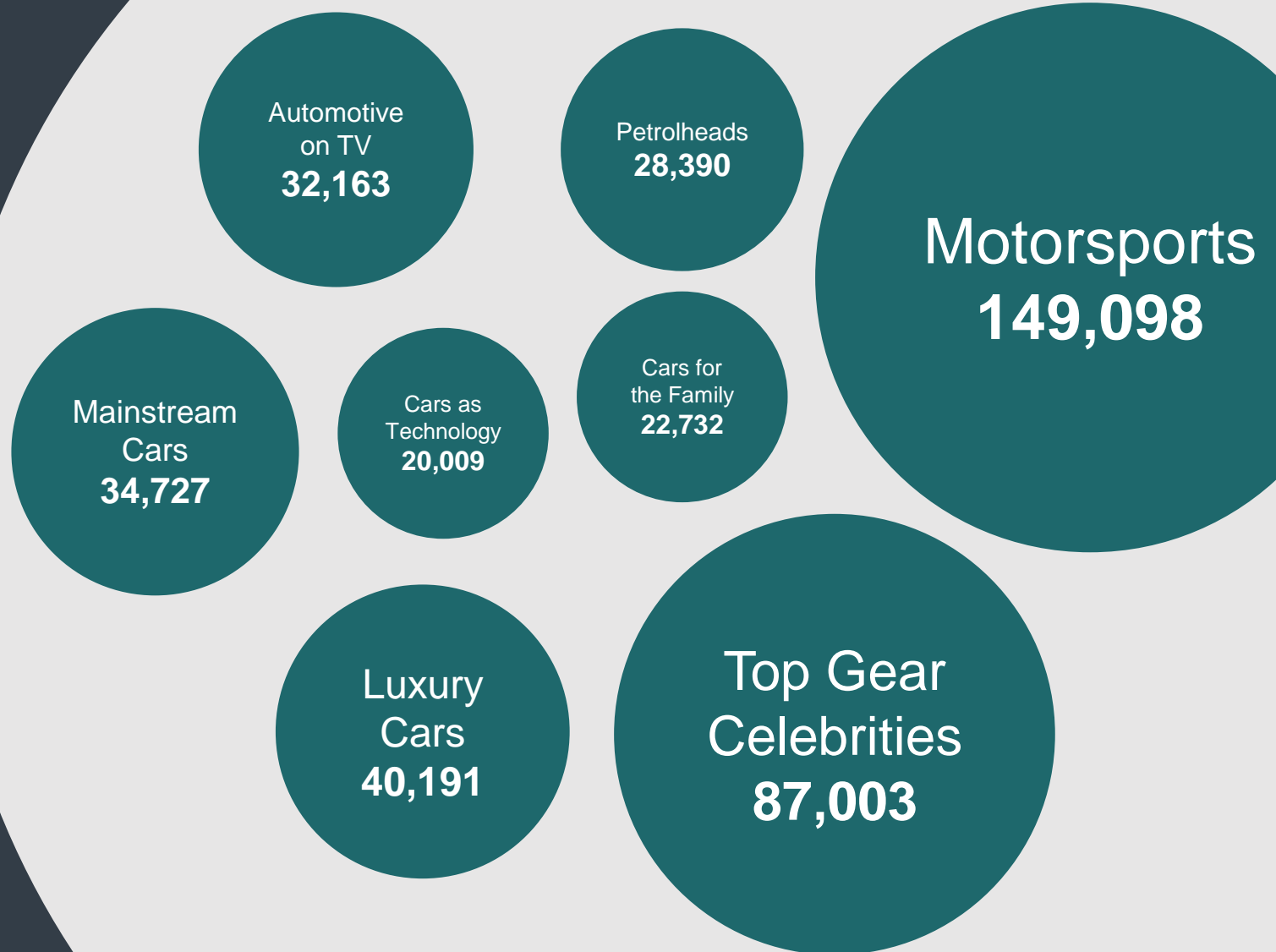
Smaller overall reach
More efficient relevant reach



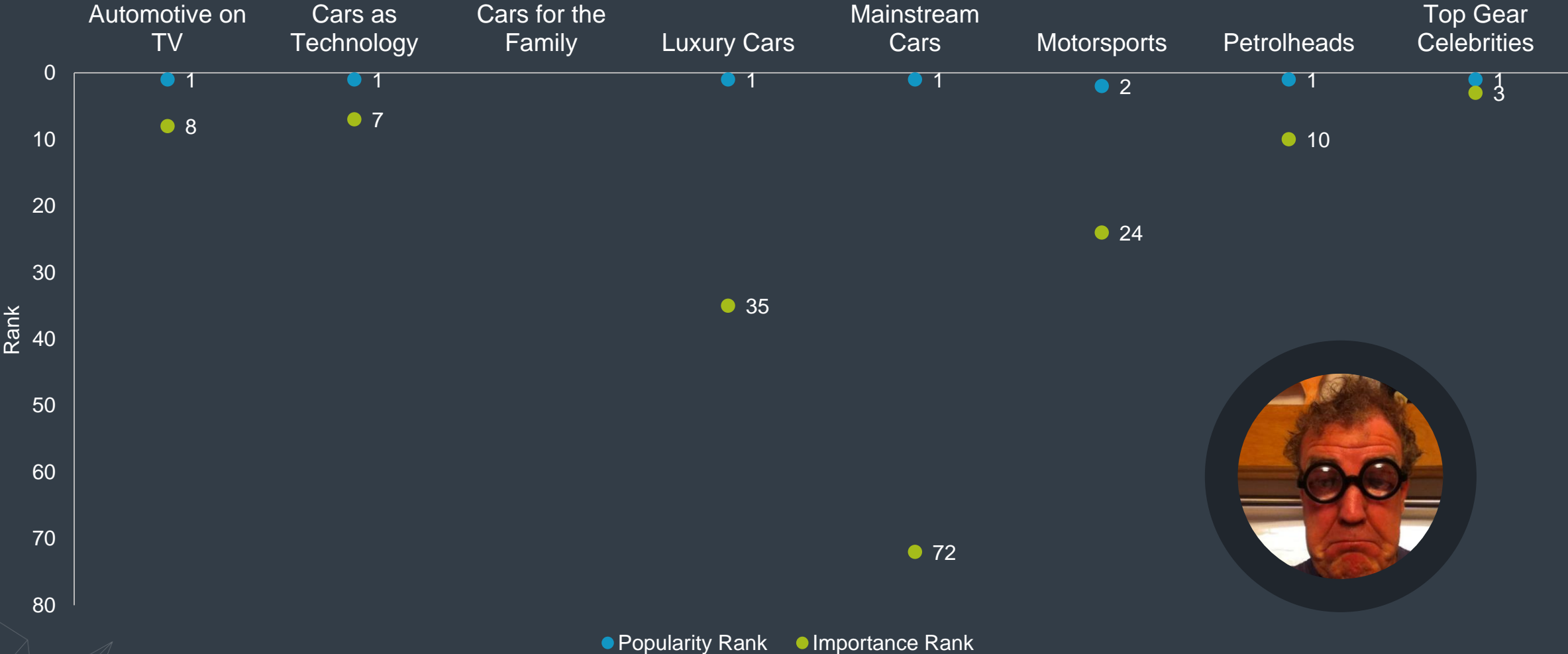
Automotive motivational segmentation

Using our motivational segmentation, we understand the passions, aspirations, inspirations and trends behind real people.


Automotive in the UK 414,313



Popular versus important influencers



➔ Jeremy is popular but his importance as an influencer varies by segment

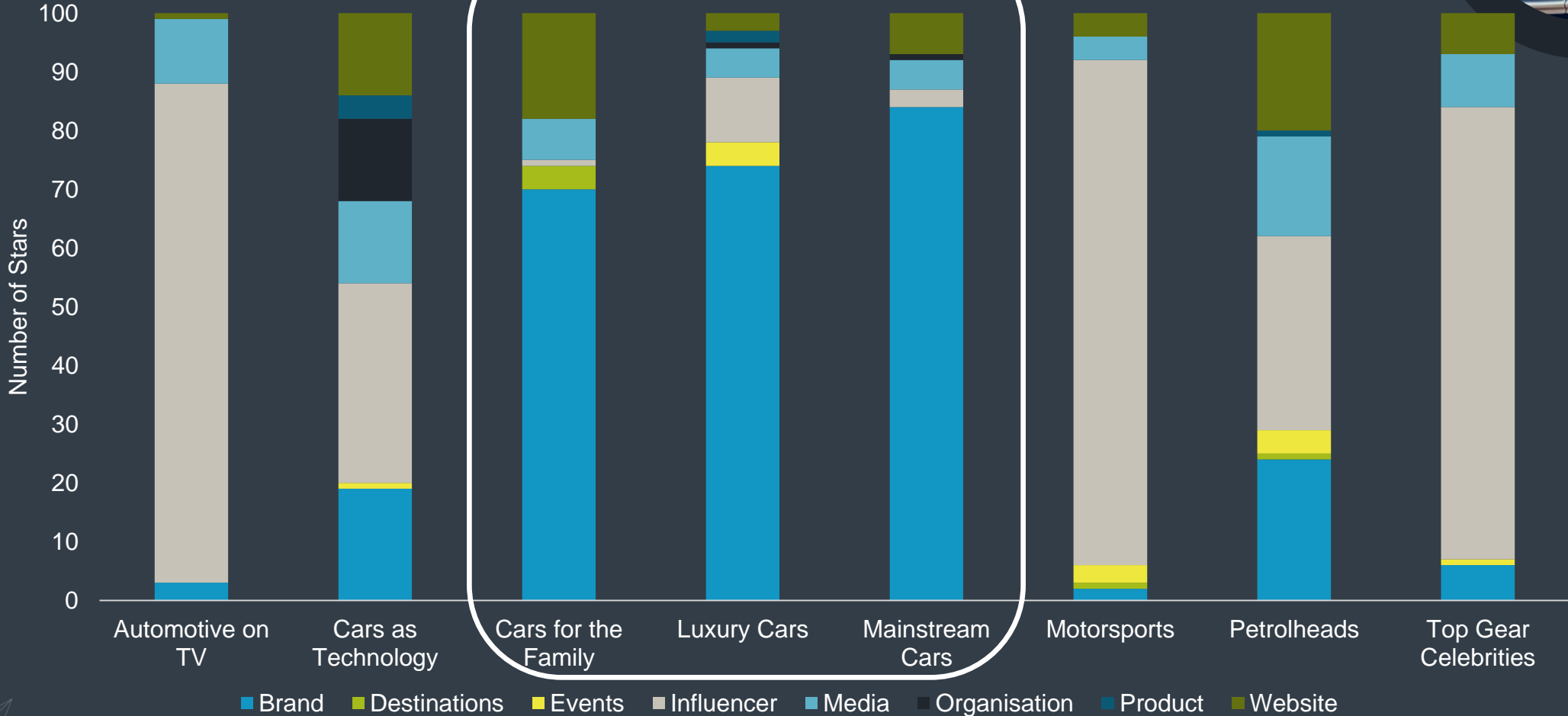
A dark, atmospheric photograph of a tent interior. The scene is dimly lit, with the primary light source coming from the entrance of the tent, which is visible in the center. Several people are silhouetted against this light, standing and moving within the tent. The tent's structure, including its poles and fabric, is visible in the foreground and background. The overall mood is mysterious and intimate.

The new influencer ecosystem: how best to influence key audiences

Brands have the strongest influence on these segments



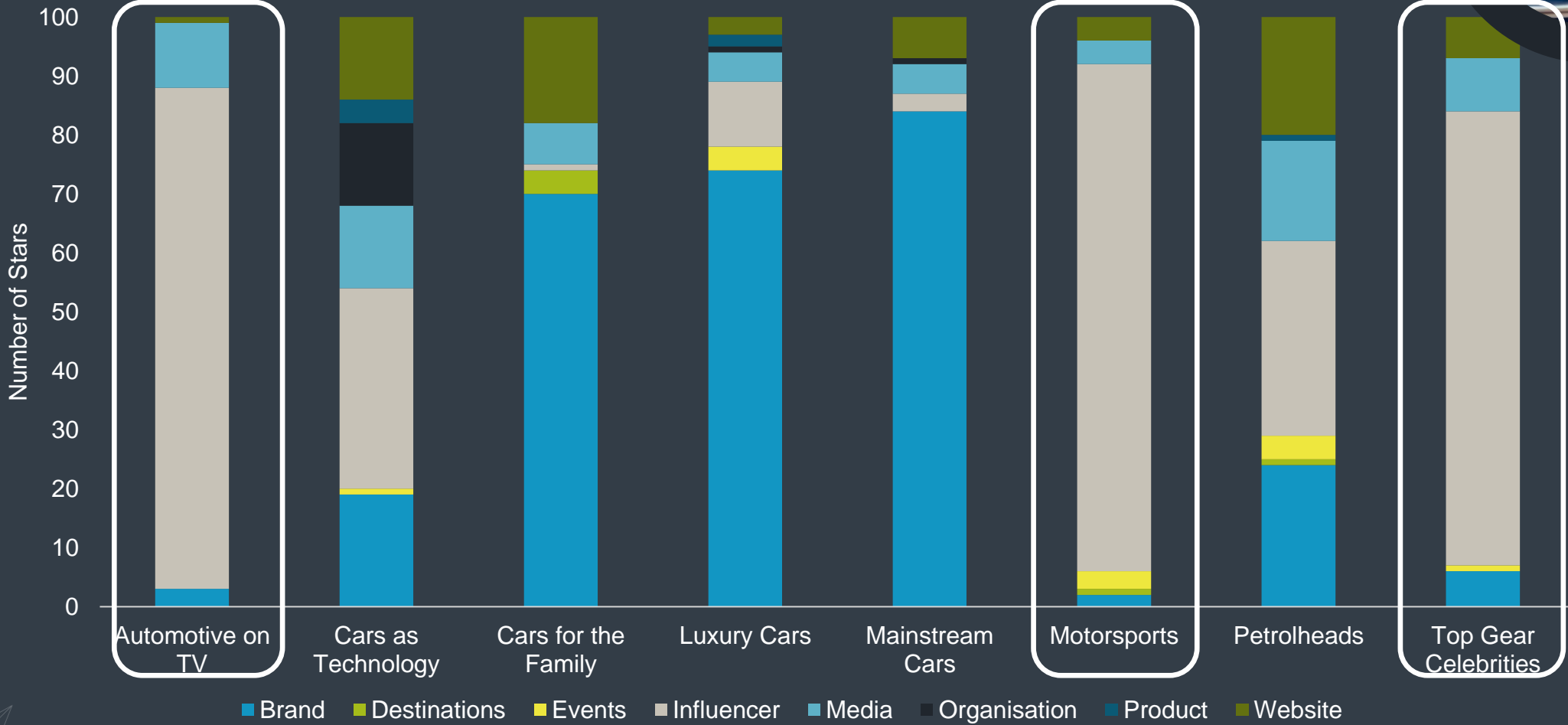
Top 100 Most Important Stars by Type



Influencers have the strongest influence on these segments



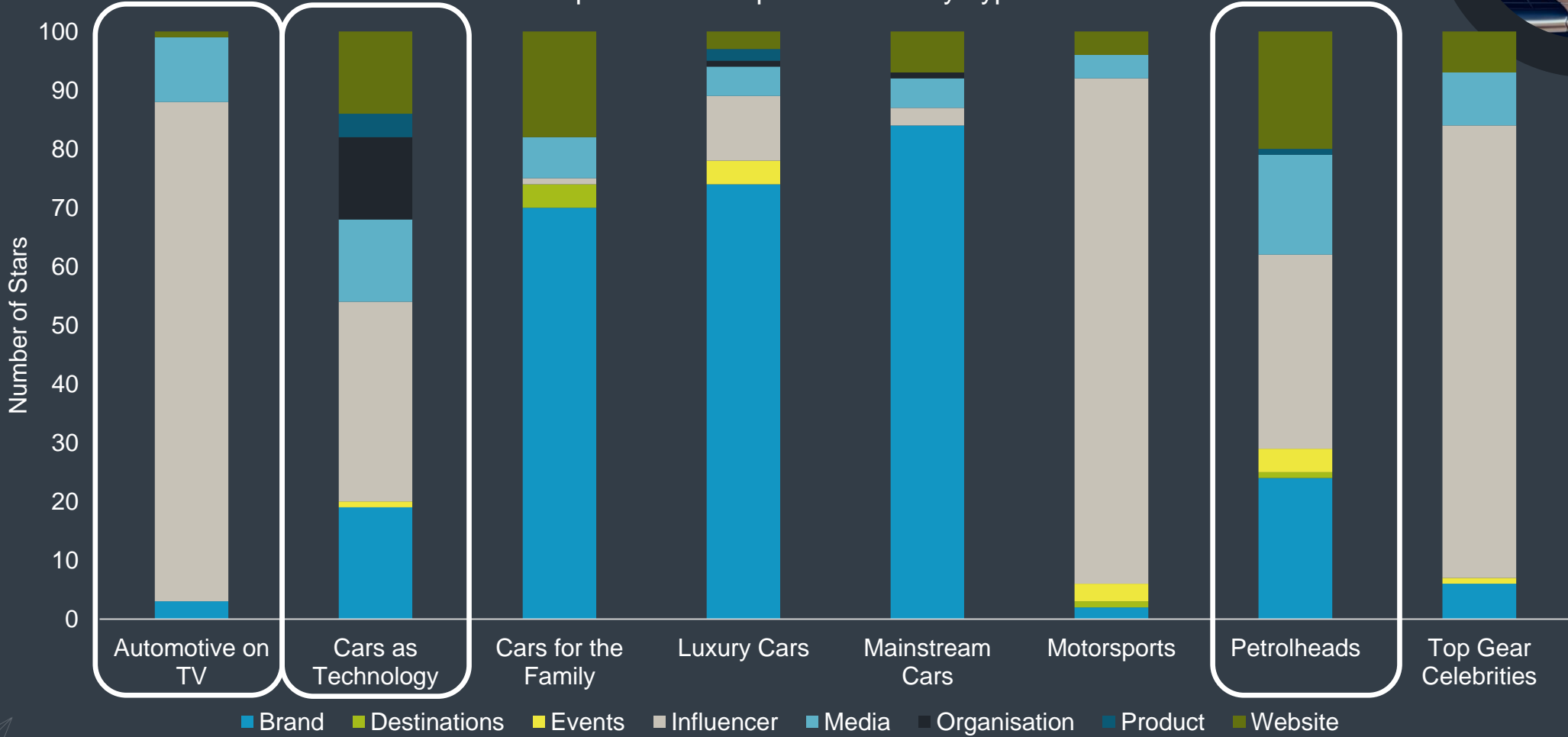
Top 100 Most Important Stars by Type



Media brands have the strongest influence on these segments



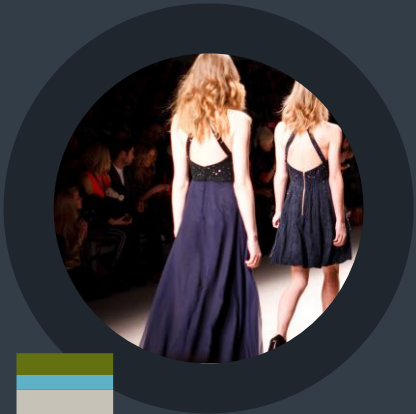
Top 100 Most Important Stars by Type



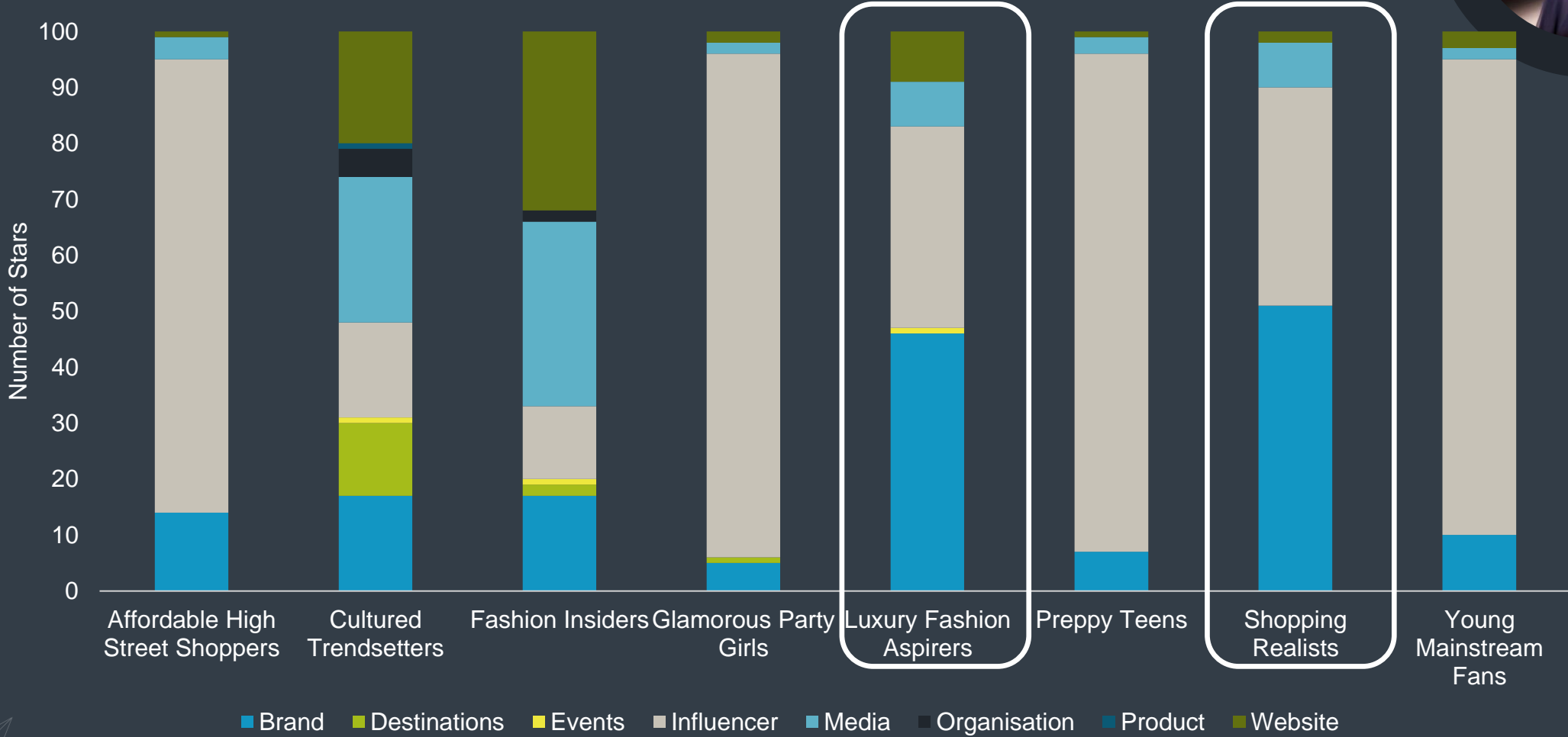


Fashion segment analysis

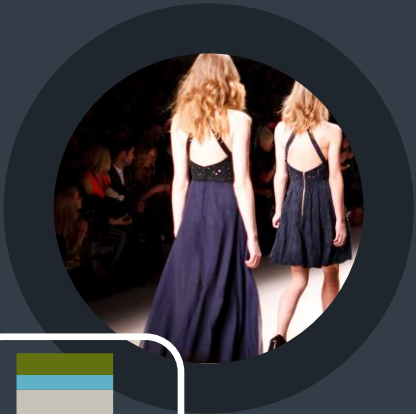
Brands have the strongest influence on these segments



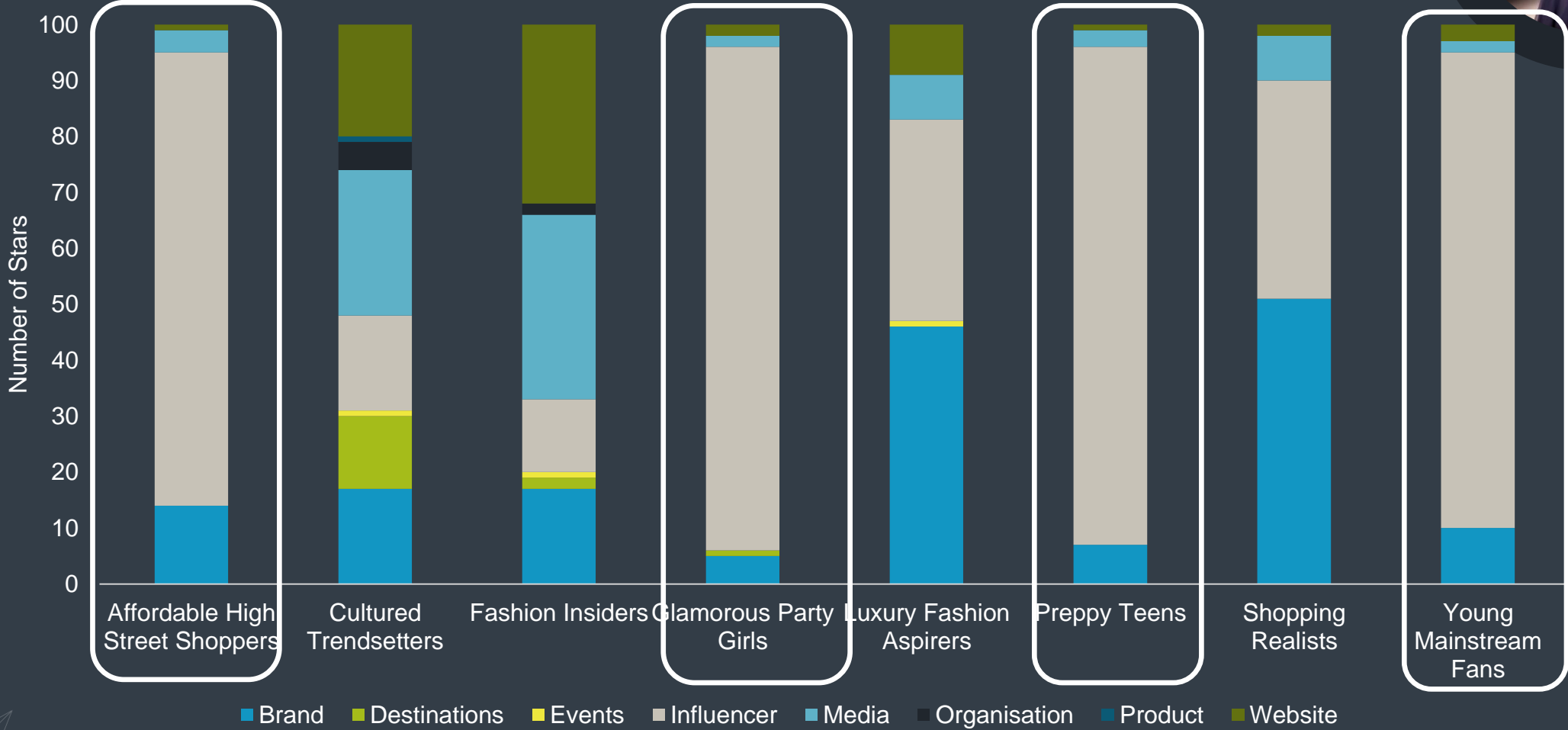
Top 100 Most Important Stars by Type



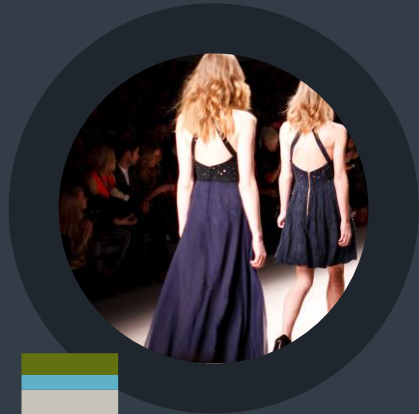
Influencers have the strongest influence on these segments



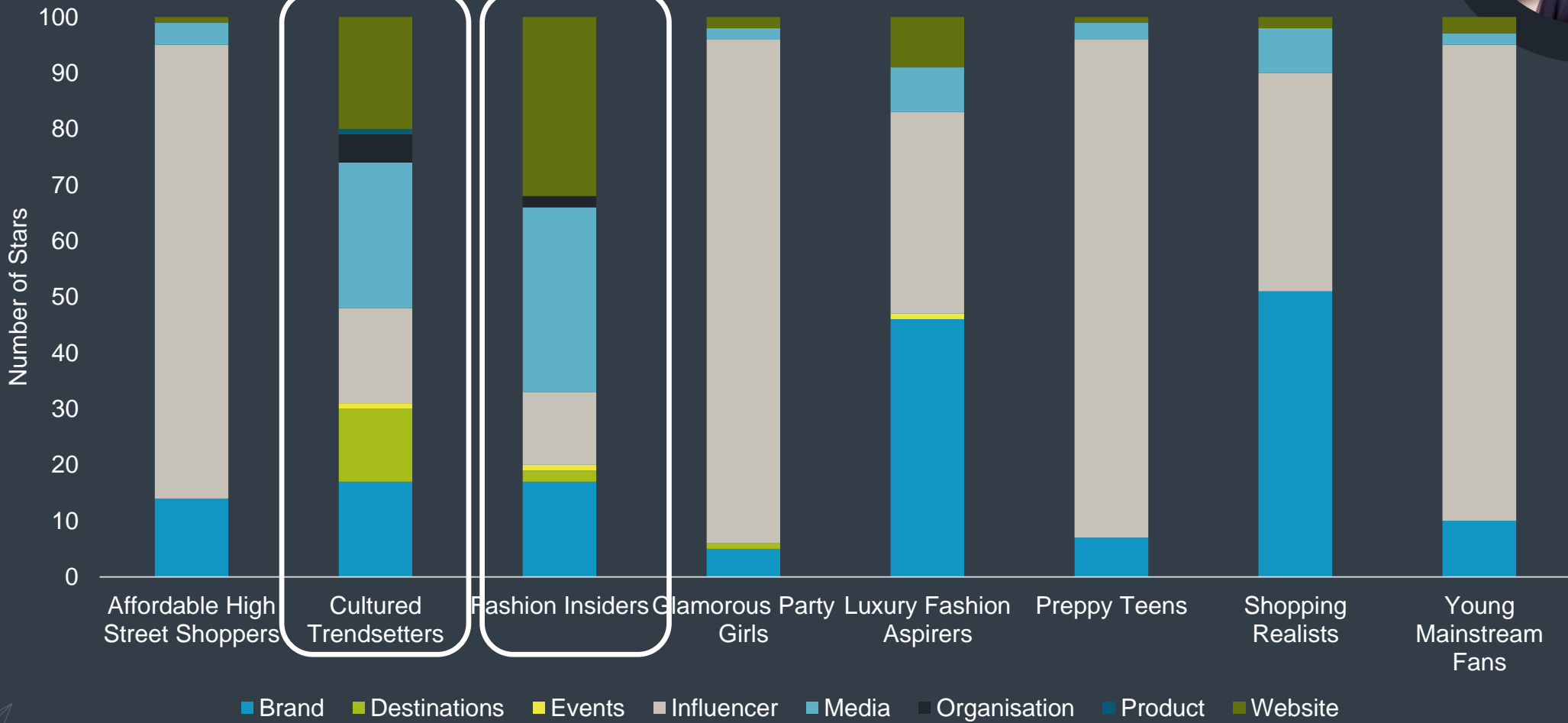
Top 100 Most Important Stars by Type



Media brands have the strongest influence on these segments



Top 100 Most Important Stars by Type



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- + The influencer ecosystem is complex
 - + The most relevant influencer is based on relationships with communities, not just listening or sentiment
 - + Passions and motivations are key in understanding context and the source of influence
 - + Individual Influencers aren't for everyone; know when media brands are more appropriate
 - + Spend marketing budget in the most relevant places

