



BRAND AND PRODUCT AUDIENCE PLANNER

During the marketing strategy phase,
track, understand and **build**
associated audience profiles
by social channel and market for
your brand and individual
product properties.

FUEL INSIGHTS:

- Identification in the planning stage of International an/or local market social audiences by channel and volume
- Audience Segmentation and Profiling aligned with deep level demographics and psychographics
- Laser targeting of key resonating conversation themes, to inform and guide other brand related opportunities
- Power strategic social marketing spend for upcoming official asset releases throughout the campaign lifecycle

OUR TEAM DELIVERS YOU
A **BRAND AND PRODUCT**
AUDIENCE PLANNER
FULLY CURATED
INTERNATIONAL AND/OR
MARKET BY MARKET
REPORT BREAKING DOWN;
AUDIENCES,
DEMOGRAPHICS AND
PSYCHOGRAPHICS.