



# THE SPROUT STUDIO

## SERVICES TO COMPANIES

WE INTERPRET  
THE CHANGES AND  
TRENDS THAT IMPACT  
THE MARKET IN ORDER  
TO CREATE INNOVATIVE  
STRATEGIES,  
APPLICABLE TODAY.

## OUR CLIENTS



LVMH



WPP



VANS

jazmin chebar

## SERVICES TO COMPANIES

**THE MARKET  
DEMANDS NEW IDEAS.  
BE INSPIRED**

### CONSUMER INSIGHTS SUBSCRIPTION

Trends, innovations, consumer insights and ideas tailored to each industry. It updates and inspires the everyday work of strategists, marketers and creatives.

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**YOUR CLIENTS  
HAVE CHANGED.  
LEARN HOW THEY DECIDE**

### SOCIAL TRENDS RESEARCH

Identify and accurately quantify the demands, feelings, desires and fears that guide social and consumer behaviors today.

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**CONSUMERS DESIRE  
SOMETHING ELSE.  
BREAK GROUND TODAY**

### CREATIVE LAB

Quickly innovate in your products, services and experiences, based on trends and consumer insights, with the help of our experts.

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# CONSUMER INSIGHTS SUBSCRIPTION BY INDUSTRY

Subscription service that regularly provides consumer and market insights according to the industry. Targeted at the client's strategic, creative and communication company teams to improve and inspire their work.

## OUTCOMES

**Social trends by industry:** values, desires, sensitivities and patterns that guide decision-making in the society and the market.

**Sector-specific consumer demands.**

**Key innovations in the client company's industry.**

**Factors of change that impact the market.**

**Innovative cases from related industries.**

**Ideas and recommendations in order to innovate in products, services, communication and experiences.**

## MONITORED INDUSTRIES

FOOD & DRINKS

COSMETICS & PERSONAL CARE

RETAIL & DISTRIBUTION

HOME, FURNITURE & DECORATION

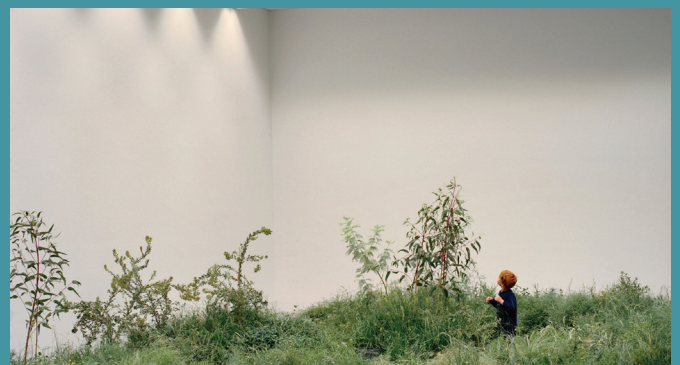
FASHION & TEXTILE

## FEATURES

Frequency: bimonthly.

Minimum 6 reports (1 year).

Delivery format: digital report (PDF)  
+ meeting (30 min) with the experts.





# SOCIAL TRENDS RESEARCH BY COMPANY

Ad hoc social trends and consumer insights research service, following the client's company-driven specific demand, using a qualitative and data-driven method. The result comes with actionable insights to innovate now.

## FEATURES

Frequency: on demand.

Delivery format:

digital report (PDF) +

meeting with the experts.



## OUTCOMES

**Analysis of distinctive social trends:** values, desires, sensitivities and patterns that guide decision-making in the society and the market.

**Consumer insights** for the client's specific industry and category.

**Quantification** of the emerging consumer habits and demands **expansion degree**, within a geographic area, population sector and industry.

Sociocultural, economic and technological **change factors** that impact the market.

**Key content** (interests, references, messages) to devise and optimize market strategies.

**Recommendations** for the design of innovative products, services, communication and experiences.



# CREATIVE LAB BY COMPANY

Collaborative and interdisciplinary workshop between the client company team and The Sprout Studio experts to design innovative solutions.

## OUTCOMES

Innovative ideas for products, services, communication and experiences.

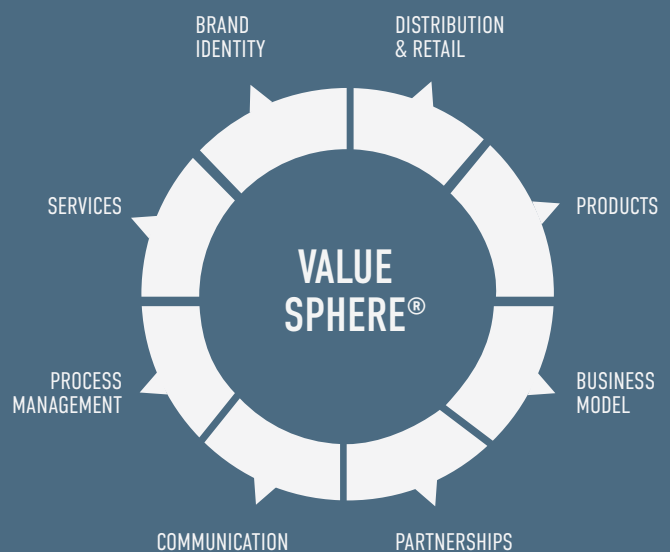
Specific market solutions for the client company, based on social trends and consumer insights.

Critical analysis of market solutions, previously thought by the client, to assess strengths and weaknesses.

## FEATURES

Frequency: on demand.

Format: online sessions and / or in person.



INSPIRATION

IDEATION



## CONTACT

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