

Accelerate Discovery

discover.ai

We help agile brands discover new thinking and ideas to fuel their growth... fast



Stretchy

Samples diverse and inspiring sources



Smart

AI that accelerates human expertise



Global

Covers 60 languages



Fast

From 3 days...brief to delivery



Low-cost

From £5k and £1.5k per market

Discover.ai was created by brand people, for brand people

Our team have years of experience in insight, brand strategy, innovation, cultural analysis and semiotics



- + Founded Summer 2017
- + Unique AI tool
- + Over 120 projects since launch
- + Across 30 markets *
- + Clients rate us 4.7 out of 5 **
- + Worked with over 20 global brands

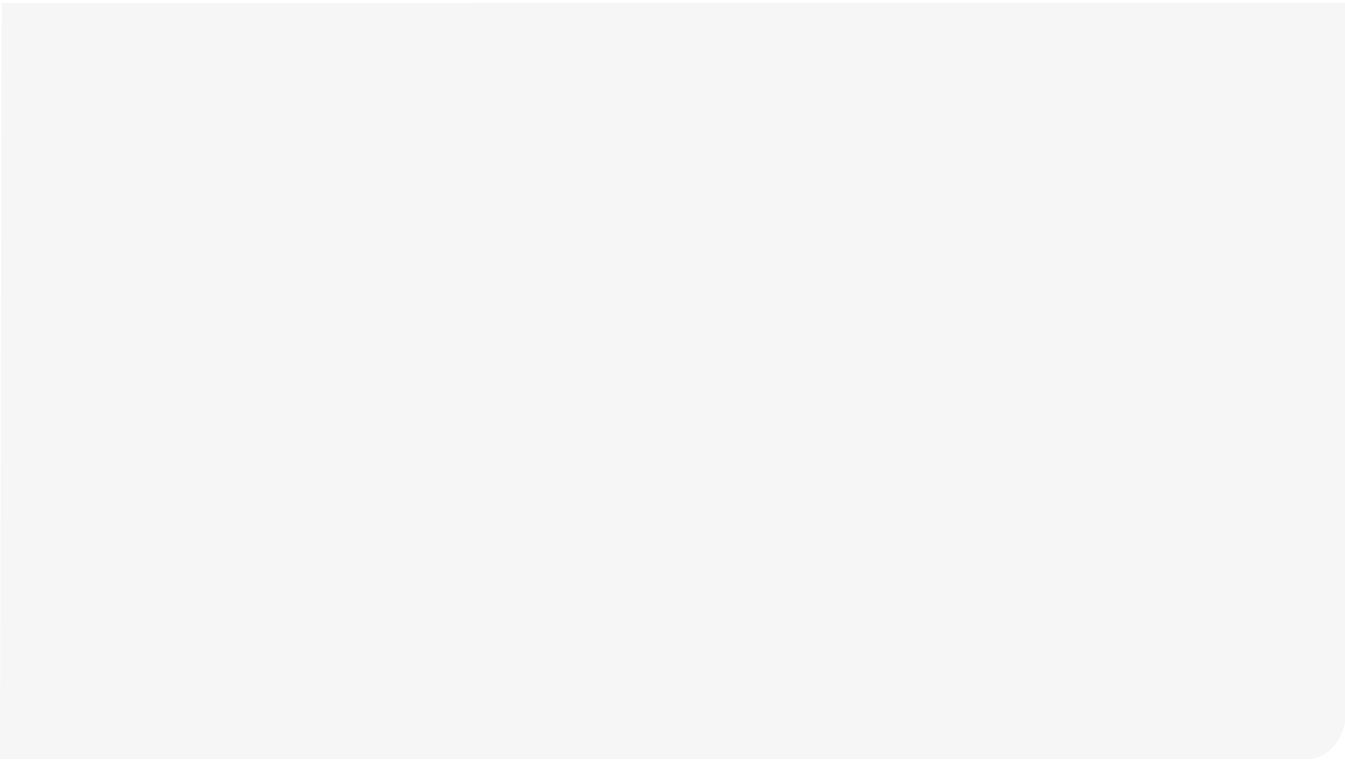
“Fantastic level of insight in amazingly quick time...I wish we had this tool years ago!”

“The speed and power of AI is also layered by clever human analysis”



* UK, US, France, Spain, Brazil, Chile, Indonesia, India, China, Japan, South Korea and more

** "would use discover.ai again" - Based on over 60 client ratings



How discover.ai works

① Question

② Expertise

③ Sources

④ Discovery

⑤ Springboards

⑥ Energy

We start by **defining the key question** at the heart of the brand challenge

Typical use cases

Theme and trends

e.g. What's the future of naturals and how can we be differentiated in this space?

Purpose and positioning

e.g. What does saving time mean to people and what does it mean to give time back?

Ideation and innovation

e.g. What can we learn from chefs about playing a greater role in Scratch cooking?

Target Immersion

e.g. What are the experiences of women have with long hair throughout their lives?

Comms and Activation

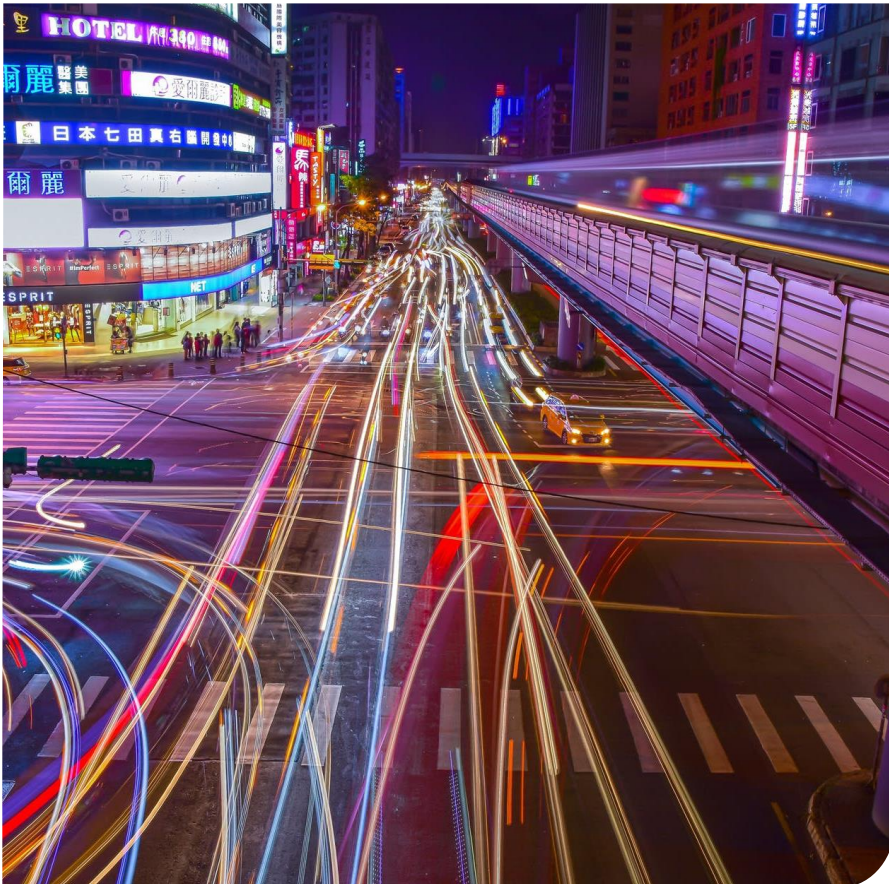
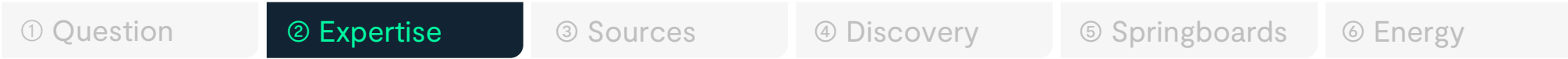
e.g. How can we make the idea of kids adventure resonate with parents?

Cultural immersion

e.g. How do we better connect with African Americans in the US?



How discover.ai works



We use AI to **accelerate human expertise** not to automate or replace it

Just some of our team



Jonathan Williams

25 years in the insight and brand strategy industry as a consultant, company director, and entrepreneur



Sophie Wright

23 years brand building experience gained client-side, as an agency director and working as an independent



Alice Matthews

Qual researcher with a passion for people, trends and culture having studied anthropology at Oxford University and UCL



Hannah Marcus

Semiotician and qual researcher, currently adding to her love of cultural insight with a Cultural and Critical Studies MA at Birkbeck

How discover.ai works

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We **sample rich, diverse sources** from across the globe, choosing only those that bring the insight and inspiration needed to stretch our thinking

Example sourcing areas

60 languages from markets that represent 90% of the world's GDP

We have already run projects in UK, US, Germany, France, Spain, Indonesia, Thailand, Vietnam, China, Indonesia, Japan, South Korea and Chile and Brazil

Brand websites

Online magazines

Government and organization websites

Expert blogs

Influencer blogs

Consumer blogs and forums

Internal documents and reports

And more...



How discover.ai works

① Question

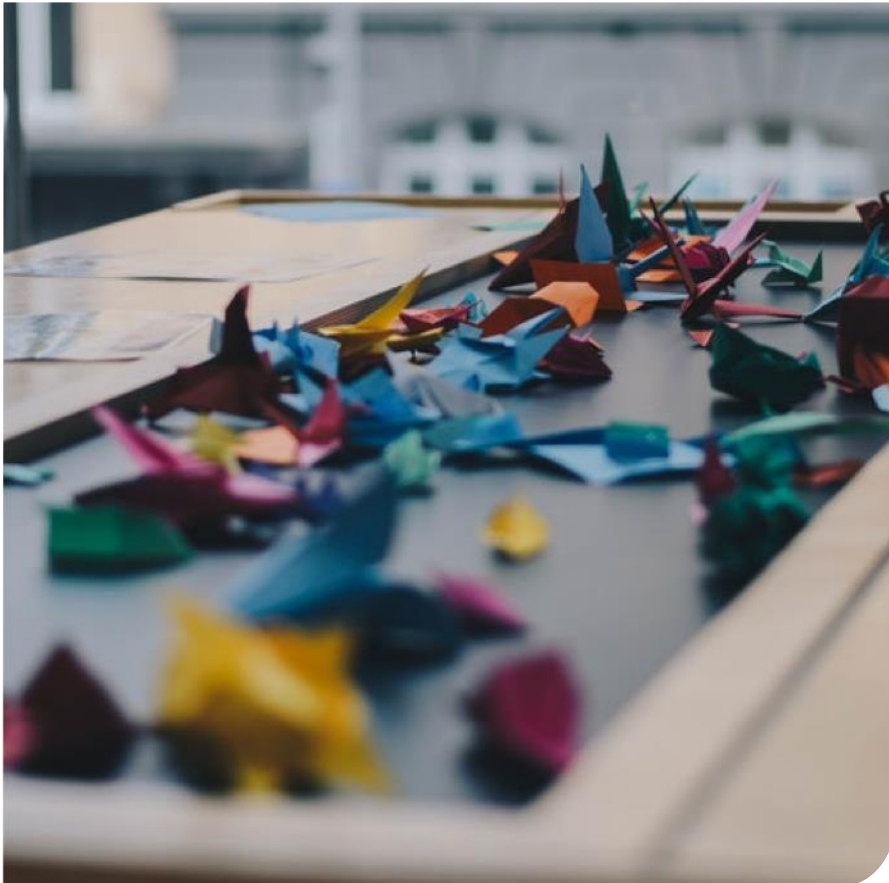
② Expertise

③ Sources

④ Discovery

⑤ Springboards

⑥ Energy



Discover **helps us explore** patterns and make unexpected connections & creative leaps... fast

1. Discover reads thousands of pages and millions of words downloaded from diverse and inspiring sources
2. And summarises them into 000s of themes, the backbone for navigating the content
3. We explore these themes using semantic 'nudges', helping us evolve our hypotheses...
4. ... and our human drivers of opportunity model to dig into the underlying needs
5. Each theme contains quotes from multiple sources and markets, all in one place...
6. ...which we read to discover the key 'nuggets'... grouping them into buckets – like post-it noting in a workshop
7. These buckets become opportunity springboards, each brought to life though titles, quotes and images

How discover.ai works

- ① Question
- ② Expertise
- ③ Sources
- ④ Discovery
- ⑤ Springboards
- ⑥ Energy

You get **stretchy and inspiring** springboards... each one a new way of thinking, opportunity and the start-point for ideation



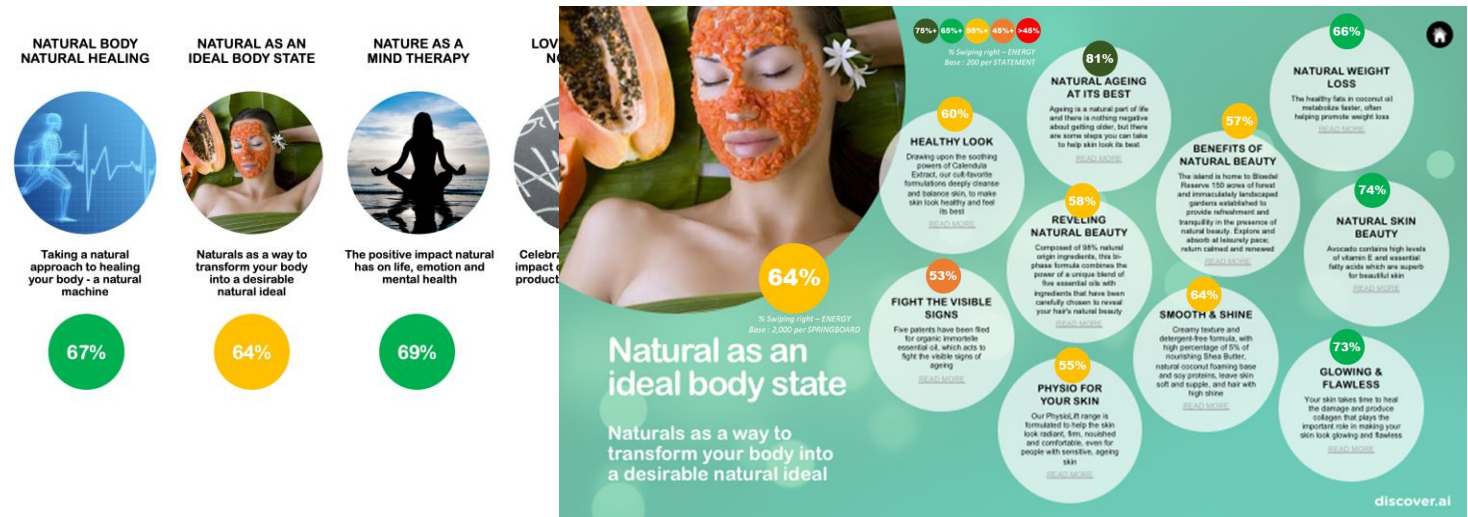
- + **Quotes Page**
Includes 10 sub themes for each springboard. Each Sub theme carries a quote from the source material and a summary title. Each sub theme is chosen to support the overall springboard...AND looks to introduce something new to inspire ideas in new and interesting directions. Colour codes tell you the source for each sub theme
- + **Landing Page**
Links the springboard back to the underlying questions and challenge. Tells you how the opportunity can be unlocked. Combines the results of the analysis with the experience and judgment of your brand expert
- + **Image Themes**
When included within the analysis this includes visual representations of the opportunity area based on images collected from the same sources

How discover.ai works

- ① Question
- ② Expertise
- ③ Sources
- ④ Discovery
- ⑤ Springboards
- ⑥ Energy

- + We show the individual quotes from the springboards to 1,000 consumers from research panel providers – in a single market or across markets – to gauge each quote’s “Energy”
- + This allows us to effectively size the potential of the springboards based on the pattern of response across quotes.
- + It’s a better approach to sizing opportunity because it’s based on a more intuitive ‘system 1’ response to a broad set of stimulus rather than rational testing of research statements


We can also quantify the Energy of the springboards, a measure of their potential with your target consumers



Case Study


Exploring the opportunity theme of differentiating in Naturals

**NATURAL BODY
NATURAL HEALING**




Taking a natural approach to healing your body - a natural machine

**NATURAL AS AN
IDEAL BODY STATE**




Naturals as a way to transform your body into a desirable natural ideal

**NATURE AS A
MIND THERAPY**




The positive impact natural has on life, emotion and mental health

**LOVING WHAT'S
NOT THERE**



Celebrating the positive impact of having less in a product rather than more



Natural as an ideal body state

Naturals as a way to transform your body into a desirable natural ideal

HEALTHY LOOK

Drawing upon the soothing powers of Calendula Extract, our cult-favorite formulations deeply cleanse and balance skin, to make skin look healthy and feel its best

[READ MORE](#)

NATURAL AGEING AT ITS BEST

Ageing is a natural part of life and there is nothing negative about getting older, but there are some steps you can take to help skin look its best

[READ MORE](#)

NATURAL WEIGHT LOSS

The healthy fats in coconut oil metabolize faster, often helping promote weight loss

[READ MORE](#)

BENEFITS OF NATURAL BEAUTY

The island is home to Bloedel Reserve 150 acres of forest and immaculately landscaped gardens established to provide refreshment and tranquility in the presence of natural beauty. Explore and absorb at leisurely pace; return calmed and renewed

[READ MORE](#)

NATURAL SKIN BEAUTY

Avocado contains high levels of vitamin E and essential fatty acids which are superb for beautiful skin

[READ MORE](#)

REVELING NATURAL BEAUTY

Composed of 98% natural origin ingredients, this bi-phase formula combines the power of a unique blend of five essential oils with ingredients that have been carefully chosen to reveal your hair's natural beauty

[READ MORE](#)

SMOOTH & SHINE

Creamy texture and detergent-free formula, with high percentage of 5% of nourishing Shea Butter, natural coconut foaming base and soy proteins, leave skin soft and supple, and hair with high shine

[READ MORE](#)

FIGHT THE VISIBLE SIGNS

Five patents have been filed for organic immortelle essential oil, which acts to fight the visible signs of ageing

[READ MORE](#)

PHYSIO FOR YOUR SKIN

Our PhysioLift range is formulated to help the skin look radiant, firm, nourished and comfortable, even for people with sensitive, ageing skin

[READ MORE](#)

GLOWING & FLAWLESS


Your skin takes time to heal the damage and produce collagen that plays the important role in making your skin look glowing and flawless

[READ MORE](#)

Case Study


Exploring communication platforms in kids adventure

BUILDING FAMILY RELATIONSHIPS




Strengthening the family bonds that are central to development

MEETING PEOPLE AND SOCIALISING




Connecting with people and friends as a source of adventure

KICKED OFF BY THE KIDS



Letting kids find their own path to adventure, their own way

UNUSUAL AND UNEXPECTED



Taking unusual activities and making them exciting for kids

Adventure is...

Kicked off by the kids

Letting kids find their own path to adventure, their own way

CHILD KNOWS BEST

Sometimes parents are too involved and interfere with their child's development trying to make sure every moment is devoted to something meaningful as though the child isn't doing something meaningful already

<https://www.icanteachmychild.com/>

AVOID PARENTS HOVERING

The week before I had visited a blog that is dedicated to helping parents avoid hovering and let their kids have more meaningful and freeing experiences while learning self reliance

<http://naturemoms.com/blog/>

USE THEIR IMAGINATIONS

I've learned to allow my children to self direct their experiences and use their imaginations during our outdoor adventures

<http://www.goadventuremom.com/>

WHAT IS BIOLOGICALLY NORMAL

As I described above, Biological Normative Parenting is about looking at what is biologically normal, and going with that

<http://www.modernalternativemama.com/>

FINDING HER ARTISTIC FLAIR

But I think with time, as her fine motor skills develop and she can control her pencil better, and we do more activities where she has to observe form, she will start finding her own artistic flair

<https://artfulparent.com/>

INDEPENDENT LEARNING

It is also commonly referred to as natural Learning, experience-based learning, or independent learning. Unschooling homes typically let their current interests dictate what they choose to study, incorporating traditional subjects as they go

<http://www.confessionsofahomeschooler.com/>

LET KIDS BE KIDS

kids that you just let kids be kids and learn in a way that comes naturally to them rather than trying to mold their learning experiences into more adult-sanctioned styles

<https://artfulparent.com/>

DEVELOP THEIR OWN STYLE & CREATIVITY

I guess up until a certain stage I think I'm on the side of letting the child develop their style and creativity naturally but then so much of what we do is by seeing what others are doing anyway

<https://artfulparent.com/>

LET KIDS 'PLAY WITH FIRE'

However, letting kids play with fire can be good, vital even, for a child's development

<http://www.modernalternativemama.com/>

LET YOUR KIDS BE ADVENTURERS

I try to remember Let your kids be adventurers and let them build resiliency. And all the way through their lives that has served them well.

<http://thenewfamily.com/>

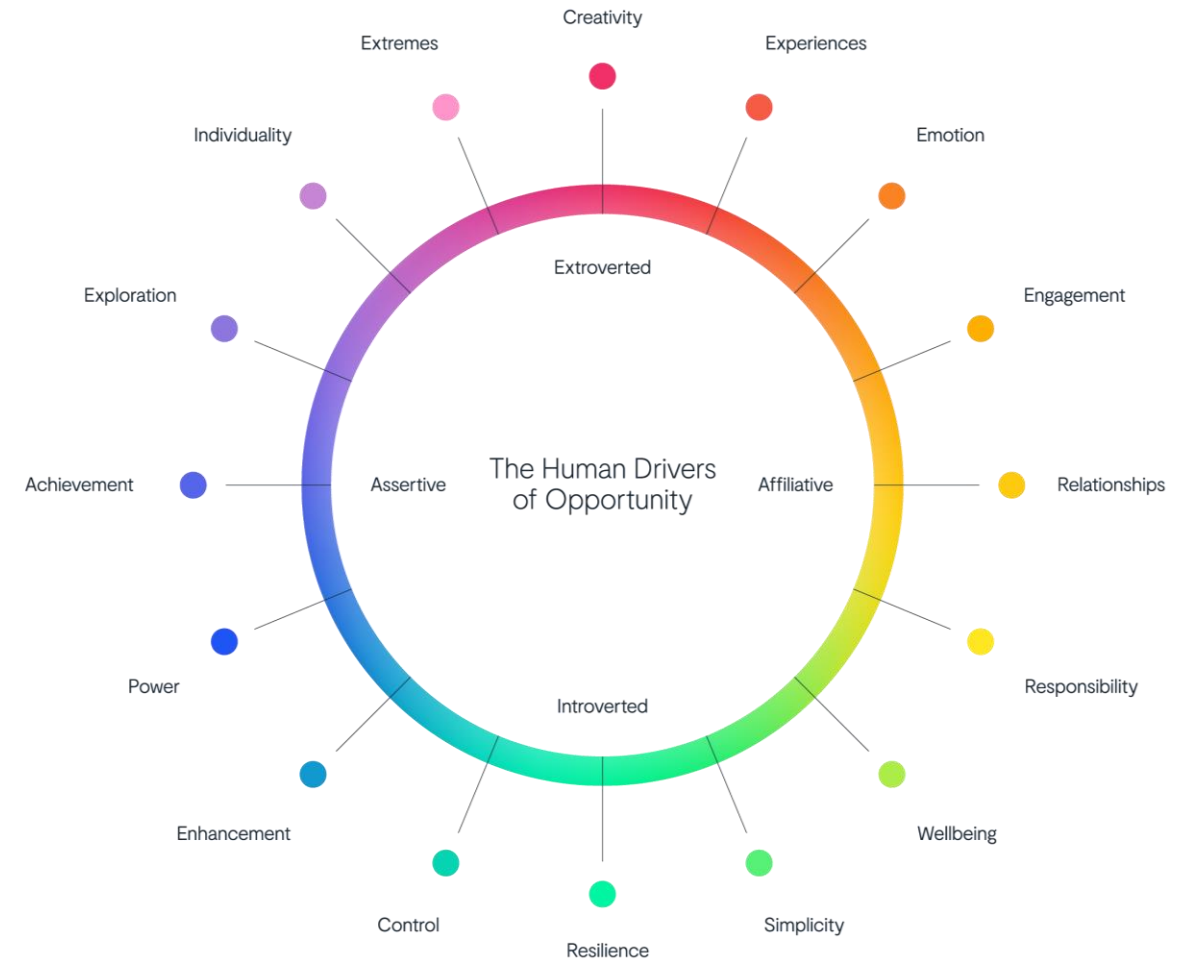


The human drivers of opportunity

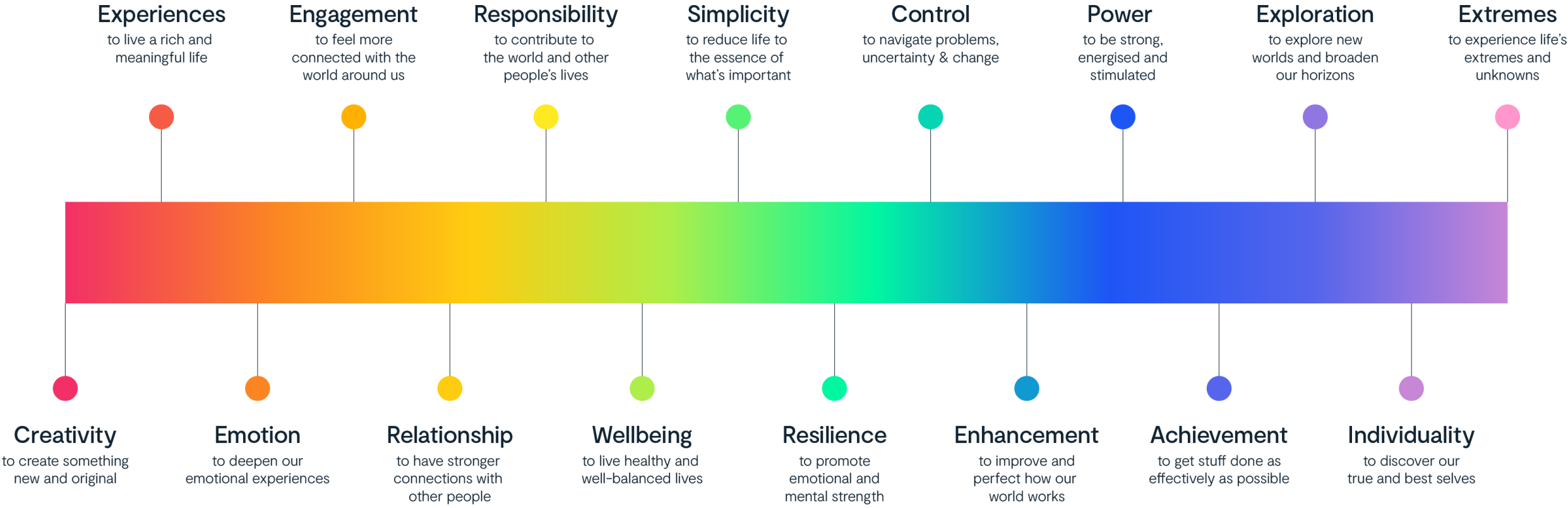
discover.ai

Accelerate is our model of the human drivers of **opportunity**

- + The fundamental insights into human nature that help us understand how new products, experiences, trends and technologies can be made relevant to the lives of everyday people and so accelerate growth
- + It was created by analysing hundreds of springboards made up of thousands of source 'quotes'
- + We use this framework both as a lens of analysis to quickly access content based on the underlying driver, and also to map back springboards from a project to place them in their broader context of underlying needs



The Human Need for each driver is...



Discover.ai from as little as £5k and 3 days from brief to delivery

Deliverables

CORE	10-15 SPRINGBOARDS – UK/US ENGLISH * (Springboards include a quotes page and landing page, 8+ working days brief to delivery, web based debrief)	£5k
+ EXPRESS	Delivered in 5+ working days or 3+ working days (UK and US only)	+£2k / +£3k
+ STORY DECK	Additional content and reworking of springboards (max +20 pages)	+£2k
+ SIGNALS	10-15 visual mood boards or codes based on analysis of online images	+£2k (boards) or £4k (codes)
+ FACE-2-FACE	Face to face presentation of springboards	+£2k (+ travel)

Markets

+ GLOBAL	Creating a global set of 10-15 pages / springboards across the markets	+£1.5k per market
+ SUPER-SIZE	Increase to up to 30 pages / springboards for more richness per market	+£3k
+ MARKET SPECIFIC	A set of 10-15 springboards per market to do explore market nuance	+£5k / £6.5k per market

Additional services

+ ENERGY	Swipe right / left survey based validation of springboards (per market**)	+£6k+ per market (POA)
+ LIVE	Multimedia delivery of springboards including video	+£2k

Costs are exclusive of VAT and expenses

This cost is based on using Discover.ai to get to the most inspiring content as quickly and efficiently as possible. There is no commitment to read all the content or that any one source will be represented in the outputs. Briefing and presentation are done by telephone online unless otherwise agreed

** This cost is based on the UK or US – cost and timings may vary for other markets

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Jonathan Williams
+44 7734 563 541
jonathan@discover.ai