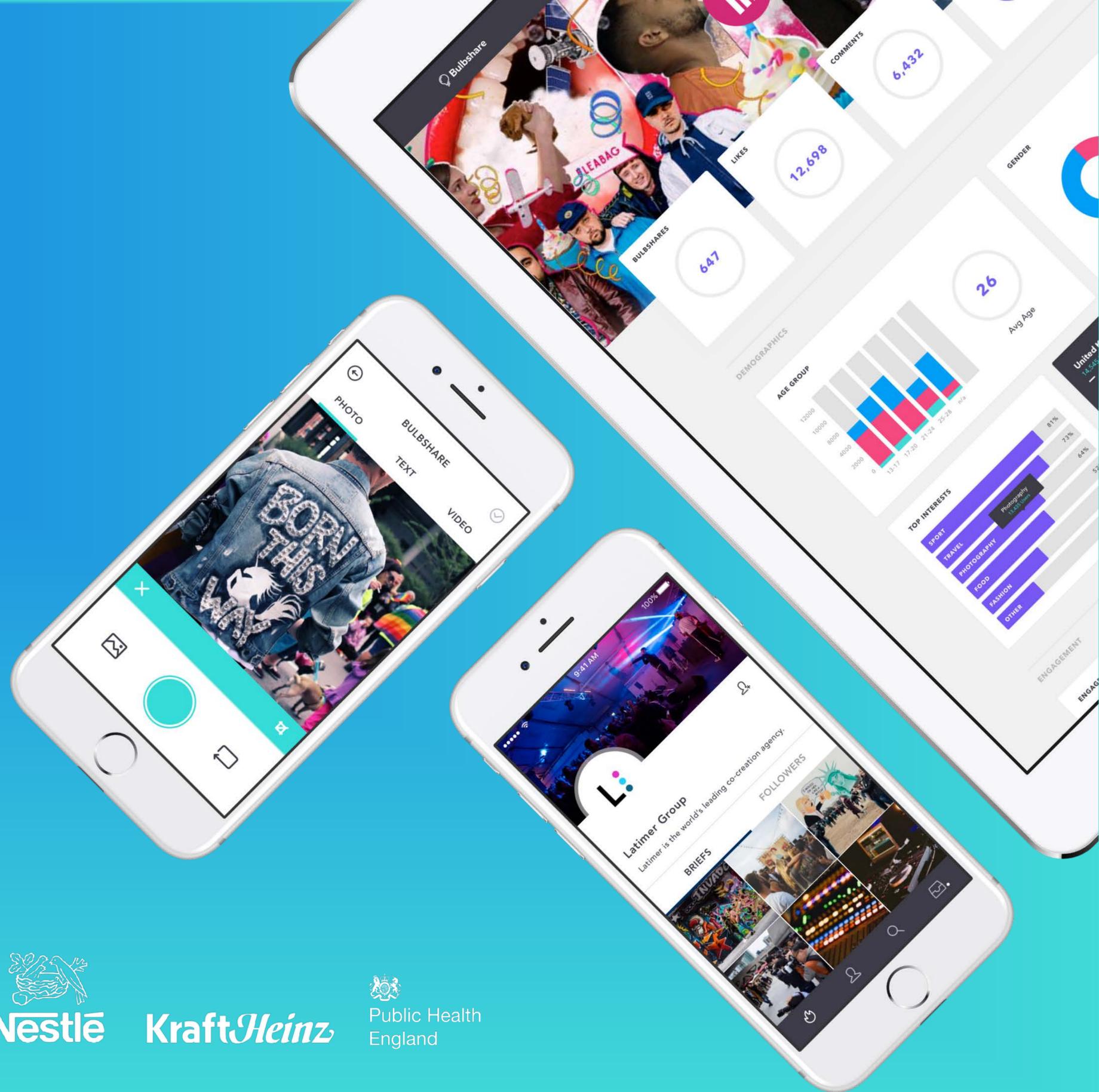


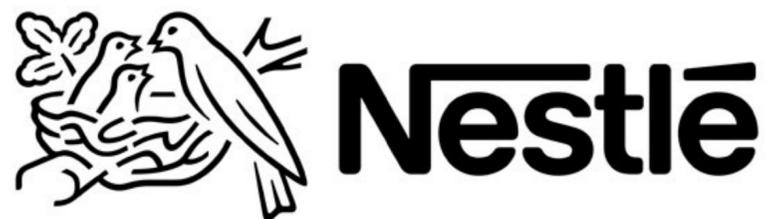


SHAPE YOUR WORLD

Where audiences shape the content they consume, the causes they care about and the brands they love.

London | Hong Kong | New York





Brand objectives

Nestlé wanted to connect to its global network of customers for insight, ideas and content around new products, marketing messages and campaigns.

Bulbshare solution

Bulbshare provides Nestlé with a community of tens of thousands of engaged consumers across 11 key markets, including KSA, Russia and the US. Daily insight from our communities has been integral to the creation of new brand positioning, advertising creative routes, activation ideas and new product concepts.

Community

Bulbshare has recruited over 8,000 consumers across 11 international markets, based on a number of hyper-niche customer segments.

Results

- Over 1 million consumer data points delivered in 2019
- Saving of over £3m against traditional insight methods
- Insight / ideation informing product development.
- Community collaboration and campaign feedback





Watch our video case study [here](#)

Brand objectives

Vodafone wanted to launch its new network aimed at the under the 25s with a campaign of co-created content from a community of gen-Z creatives and influencers.

Bulbshare Solution

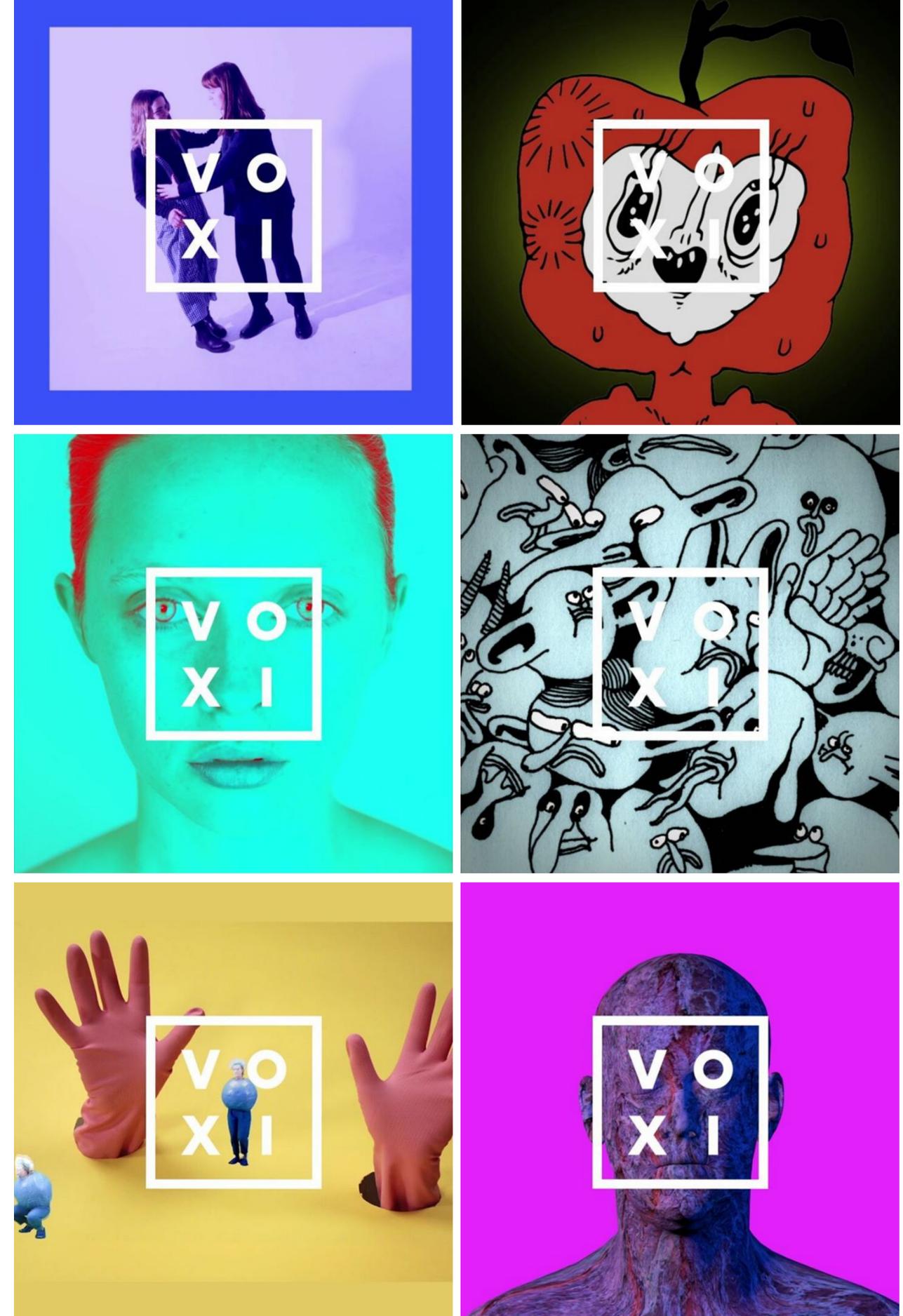
Bulbshare worked with Vodafone on the complete co-creation of a new Vodafone brand targeted at the youth market in the UK - VOXI. We recruited a diverse community of creatives and influencers, using the Bulbshare platform to engage with them in real time. Our community used Bulbshare to upload authentic, original content, validated by their fellow community members, that could be distributed across social media driving mass awareness and reach.

Community

300 of the UK's top young creatives, aged 16 - 25, from animators and graphic designers, to filmmakers and photographers.

Results

- 90% of all UK 16-24 year-olds reached
- 43m views achieved
- 650 community-generated content pieces





Brand objectives

KC wanted to gain insights around the attitudes and behaviours of young Russian women towards feminine hygiene products - testing products, creative concepts and brand positioning.

Bulbshare Solution

Bulbshare built a community of 600 Russian women who tested products via physical samples they were sent and through in-app concept-test heatmapping - gaining insight around key attributes, user-experience and packaging. We also conducted online ideation workshops via our Customer Connect functionality.

Community

600 Russian females with niche segmentation criteria based on age, region and product usage habits.

Results

- Insight informing new product development
- Overnight product testing gaining quick-turnaround insight
- Online workshops used to speed-test design concepts
- Multiple video testimonials and vox-pops





Watch our video case study [here](#)

Brand objectives

Unilever skincare brand Simple wanted to engage gen Z consumers across the UK and US to provide insight and ideas to inform a co-created social purpose campaign.

Bulbshare Solution

We built a 1,000-strong community of every day consumers, creatives and tastemakers from the UK and USA. Over six weeks, we launched 21 briefs focusing on the concepts of kindness and social purpose and our community came back with over 7000 responses - ranging from insight and idea generation to creative content. Ideas from our community were taken into Bulbshare run workshops in London and New York where select community members worked with brand representatives to formulate Simple's social purpose campaign.

Community

1,000 strong community of gen Z consumers, creatives and influencers split across the UK and US.

Results

- 7,000 responses over six week project
- Community-generated content and ideas to inform brand social purpose campaign
- Community workshops across London and New York





SHAPE YOUR WORLD

Where audiences shape the content they consume, the causes they care about and the brands they love.

London | Hong Kong | New York

