HUUNU
FUTURES FOR SEGMENTATION

THE STRATEGISTS' CHALLENGE

Today's consumers demand continuous innovation and personalization. And while there are plenty of valid Futurist opinions and Big Data flooding today's intelligence market, most don't tell you the important answers you need to make decisions.

Knowing something happened in the past isn't enough anymore. You **need to predict the growth and importance** of future consumer behaviors and preferences and WHY they will happen. You need a predictive bridge between behavioral and attitudinal consumer trends.

TRADITIONAL METHODS

Traditional foresight and research approaches leave several intelligence gaps to guide strategic decision-making:

- Based on what happened in the past and current secondary data
- Rely heavily on noisy social buzz
- Behavior and attitudinal frameworks don't align
- Stop short of timing and sizing
- Don't tell you reasons WHY

THE HUUNU APPROACH

CRG Predictive Intelligence's team and its prediction platform, HUUNU®, produce unique **forward-looking insights** that improve accuracy when projecting consumer behaviors, preferences, and needs into the future. HUUNU arms your most important audience with today's context and topical knowledge so they can make their best collective prediction of **where the future is headed and why.**

ATTITUDINAL AND BEHAVIORAL NEEDS

Breakthrough innovation often targets the subconscious needs of a specific attidutional or behavioral segment that are not being met by current options. HUUNU Futures helps you leverage the strategic hypotheses your team has already formed about the opportunities and threats to project media and content consumption and choice drivers (and barriers) along the path-to-purchase for your category and target segments and customers.

BRANDS & TRENDS TO WATCH

New start-ups and emerging technologies are disrupting categories and industries every day, but which ones will re-shape their competitive landscapes? You can't chase them all, data is limited, and the majority will not pay back. HUUNU can help predict how fast emerging brands or companies and consumer trends will grow, how likely they will be to survive long-term, and WHY.

OUR METRICS

FUTURES MAPPING
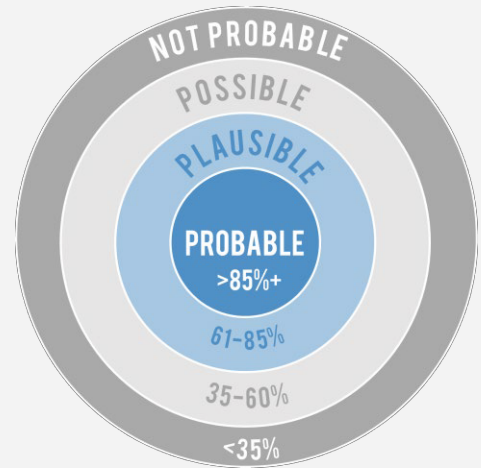
GROWTH LIKELIHOOD
Will it grow? How fast? How big?

TARGET SEGMENT
Which behavioral and attitudinal habits & preferences will grow?

TIMING
When will it happen?

WHY
Reasons it will happen?

NOT PROBABLE
POSSIBLE
PLAUSIBLE
PROBABLE
>85%+
61-85%
35-60%
<35%

WHAT YOU GET

	HHLDs Current %	TIMING Years to Majority	FUTURE HHs 3 Year % Growth	
TREND A	14%	7 years	29%	107%
TREND B	25%	5 years	38%	52%
TREND C	33%	4 years	40%	21%

THE WHY

WHY 5 Years Majority "

By the time millennials are head of households more than 50% will because they are shifting the way we think about it.

WHY 38% 5Y HHs "

More people are going to seek new sources as health and environmental concerns increase. These sources are are better for environment and message is catching on.

THE BENEFITS

BREAKTHROUGH SPEED

CUSTOM DESIGN

GLOBAL & MOBILE

SIZING & GROWTH METRICS

QUALI-QUANT

90% VALIDATED ACCURACY

FUTURES EXPERIENCE

HUUNU Futures has supported a wide range of industries and functions

INDUSTRY
FMCG & Retail
OTC & RX
Health & Beauty
Tech/Telecom
Media/Entertainment
Financial Services

FUNCTIONS
Innovation
Strategic Planning
Insights
Design
Venture & Private Equity
Mergers & Acquistions

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