



# Trend Scout

Influencer-Powered Trend Insights



Innovative service designed to navigate the ever-evolving consumer landscape, harnessing real-time data and social signals to uncover emerging trends and provide actionable foresight into market shifts.

**Flaminjoy and Ipsos** Launch Partnership  
to Spark Strategic Insights using Influencers

**Trend Scout – Influencer-Powered Trend Insights**

## Marketeers Challenges



Reaching niche targets to monitor innovation



Lack of real time insights into Gen Z consumer trends



Challenges with authentic brand storytelling, resonating with audiences



Difficulty standing out in a crowded and noisy digital landscape



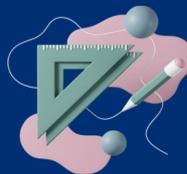
## Trend Scout Opportunity



Influencers and their communities of followers are product fans and users



Gain authentic consumer insights and identify white spaces opportunities



Personalized to fit categories specifics



Activate a survey campaign within a single day

# Influencers and their communities of followers as Market Research Audience

After thousands of influencer marketing campaigns, creators and their followers revealed themselves to be the most thoughtful audience for market research. This is because they:



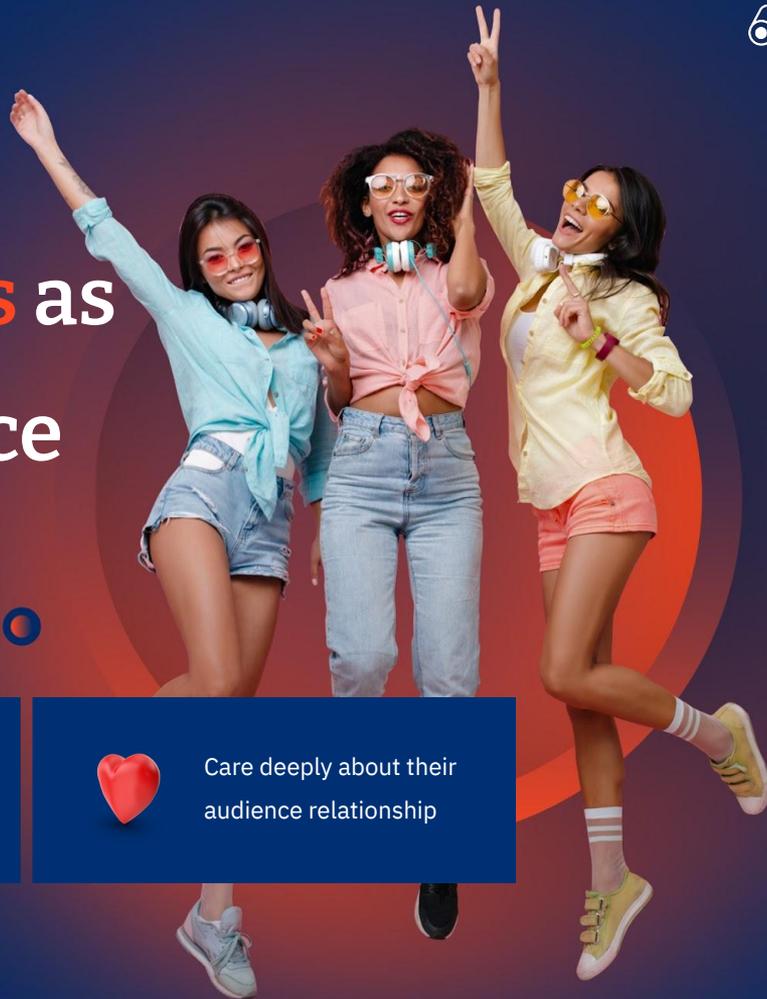
Test a variety of products on a daily basis



Are exposed to diverse brand campaigns



Care deeply about their audience relationship



## Creators

62%

Nano (1K-10K followers)

31%

Micro (11K-40K followers)

5.6%

Mid-Tier (41K-200K followers)

0.4%

Macro (201K-500K followers)

## Top 5 niches

26%

Beauty

24%

Fashion

23%

Lifestyle

16%

Travel

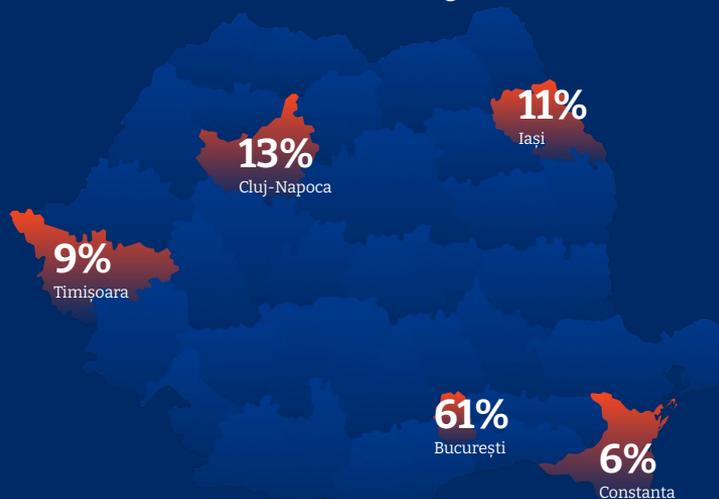
11%

Digital Creator

## Top 5 Romanian cities

The biggest Romanian cities are covered with the influencers from Amplifame - we cover 100% of Romania's counties. The majority of the creators are based in București, followed by Cluj, Iași, Timișoara and Constanța.

This helps brands cover the most important geographical area for their surveys. The granularity of locations is great for brands with a national presence, being able to understand consumer sentiment at a large scale, with a few clicks.



# Target Options / Respondent Selection Criteria

Select influencers and their audience based on:

- Location (Country, County, City)
- Size of audience (Nano, Micro, Mid, Macro)
- Niche / Industry (ex. Fashion, Beauty, FMCG, Lifestyle)
- Spoken Languages



# Benefits



## Easy to configure

Start with a survey template or create one from scratch using the question bank. Add your own questions if needed.



## Quick to start

A Trend Scout campaign can be launched within hours of configuring the survey. Results start coming in the same day.



## In-depth reporting

Survey results are gathered within a dedicated report, with raw answers, as well as associated insights.

# Different survey types

At different moments during a brand's life cycle, specific surveys should be used to understand the perception of the brand's consumers:



# Survey Questions Examples



# Survey Question Examples

## Awareness

**Q1** Which of the following brands do you associate with the [product/service category]? *(Provide a list of brands including yours)*

**Q2** When you think about [product or service] category, which vendors come to mind? *(Provide a list of brands including your competitors)*

**Q3** Which of the following logo/slogans/brand names do you recognize as belonging to our brand? *(List of logos/slogans/brand names)*

## Consideration

**Q1** When thinking about your next purchase of [product/service], which brands come to your mind first?

**Q2** How likely are you to use [specific brand] for [product/service] in the future? (Options: Very Likely, Somewhat, Not at all)

**Q3** What factors would make you consider using [specific brand] more frequently?

# Survey Question Examples

## Loyalty/ Advocacy

**Q1** On a scale of 1 to 10, how likely are you to purchase our [products/ services] again in the future?

**Q2** On a scale of 0 to 10, how likely are you to recommend our [products/ services] to someone?

**Q3** Have you ever recommended our brand to someone? If yes, what motivated you to do so?

**Q4** If you could tell us in your own words, how would you describe our brand to a friend?

## Purchase/ Customer Journey

**Q1** Which factors influenced your decision to purchase our product/service most? (Options: Product features, Product quality, Price, Brand reputation, Customer reviews, etc.)

**Q2** Did you experience any challenges or obstacles during your purchase journey? If yes, what were they? (Options: High price, confusing checkout process, lack of product information, etc.)

**Q3** How would you rate your overall experience with our sales process? (Options: Very positive, Somewhat positive, Neutral, Somewhat negative, Very negative)

# Survey Question Examples

## Unmet needs

**Q1** What features or characteristics would you like to see in a [product/ service] that are currently not available?

**Q2** Can you describe a situation where you couldn't find an appropriate product in [product/service] to meet your needs?

**Q3** If you could change one thing about the products in [product/ service] to better meet your needs, what would it be?"

**Q4** What alternative solutions have you considered or used because [product/service] did not meet your needs?

## Innovation Adoption

**Q1** Are you aware of the new [product/service] that [specific brand] has introduced?

**Q2** What features of this new [product/service] appeal to you the most?

**Q3** Have you used or do you plan to use this new [product/service]? Why or why not?

**Q4** What factors might prevent you from adopting this new [product/service]? (Options: Product features, Product quality, Price, Brand reputation, Customer reviews, etc.)

**Q5** How do you think this new [product/service] compares to the existing solutions you use? (Options: Much better, Somewhat better, The same, Somewhat worse, Much Worse)

# Survey Question Examples

## Communication Effectiveness

**Q1** How did you first hear about [product/service]? (Options: TV add, Radio add, Facebook, Tik Tok, outdoor, WOM)

**Q2** Which of the following advertisements have you seen before? (show screenshots of several ads)

**Q3** Do you find [specific brand's] communication about [product/service] clear and easy to understand?

**Q4** What specific message from [specific brand's] communication about [product/service] resonates most with you, and why?"

**Q5** Do you feel that [specific brand's] communication about [product/service] has influenced your decision to use or purchase it?

## Brand Reputation

**Q1** How would you describe [specific brand] to someone who has never heard of it?

**Q2** How would you rate [specific brand]'s reputation? (Options: Excellent, Good, Neutral, Poor, Very Poor)

**Q3** How much do you trust [specific brand]? (Options: Very much, Somewhat, Not at all)

**Q4** Do you believe [specific brand] acts responsibly in its business practices and towards society?

**Q5** How has your perception of [specific brand] changed over time, if at all?

# Survey Question Examples

## Pricing

**Q1** How would you rate the price of [product/service] compared to its perceived value? (Options: Very good value for money, Good value for money, Poor value for money, Very poor value for money)

**Q2** Have you ever decided not to purchase/use [product/service] because you felt it was too expensive? (Yes/ No)

**Q3** If [specific brand] were to offer a discounted rate for [product/service], would that encourage you to purchase/use it more frequently? (Yes/No)

**Q4** If [specific brand] were to increase the price of [product/service], would you continue to use it? If not, what alternatives would you consider?

**Q5** What is the maximum price you would be willing to pay for [product/service]?

**A bank of 100+ questions allows brands to quickly start a survey, with more being added on a constant basis.**

**Trend Scout surveys feature 5/7+ questions and target different funnel / brand / product stages. This offers brands with a comprehensive look view on the current status and improvement opportunities.**

# Reporting

**In-depth survey report is provided at the end (3-5 days post campaign).**

The report contains both the raw responses and insight-filled summary. The final section provides actionable steps to take.

It's the data-driven way to plan and inform future actions.



# Workflow

## Audience

Select the Influencers

## Reporting

Get instant results



flaminjoy



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