



Redefining Reach and Insights

Growth hacking the moments that matter to create new category opportunities

The logo for Blockhead, featuring the word "BLOCKHEAD" in a bold, black, sans-serif font inside a white rectangular box.

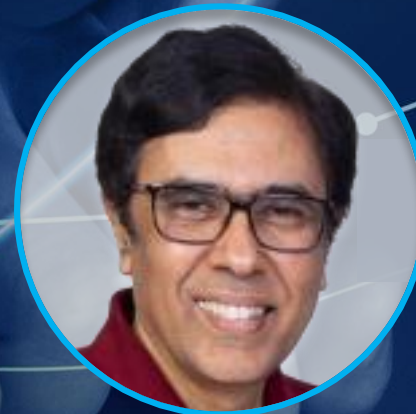
BLOCKHEAD

Quirks Event, London May 2023



Bev Tigar-Bassett

VP BD, Borderless Access



BV Pradeep

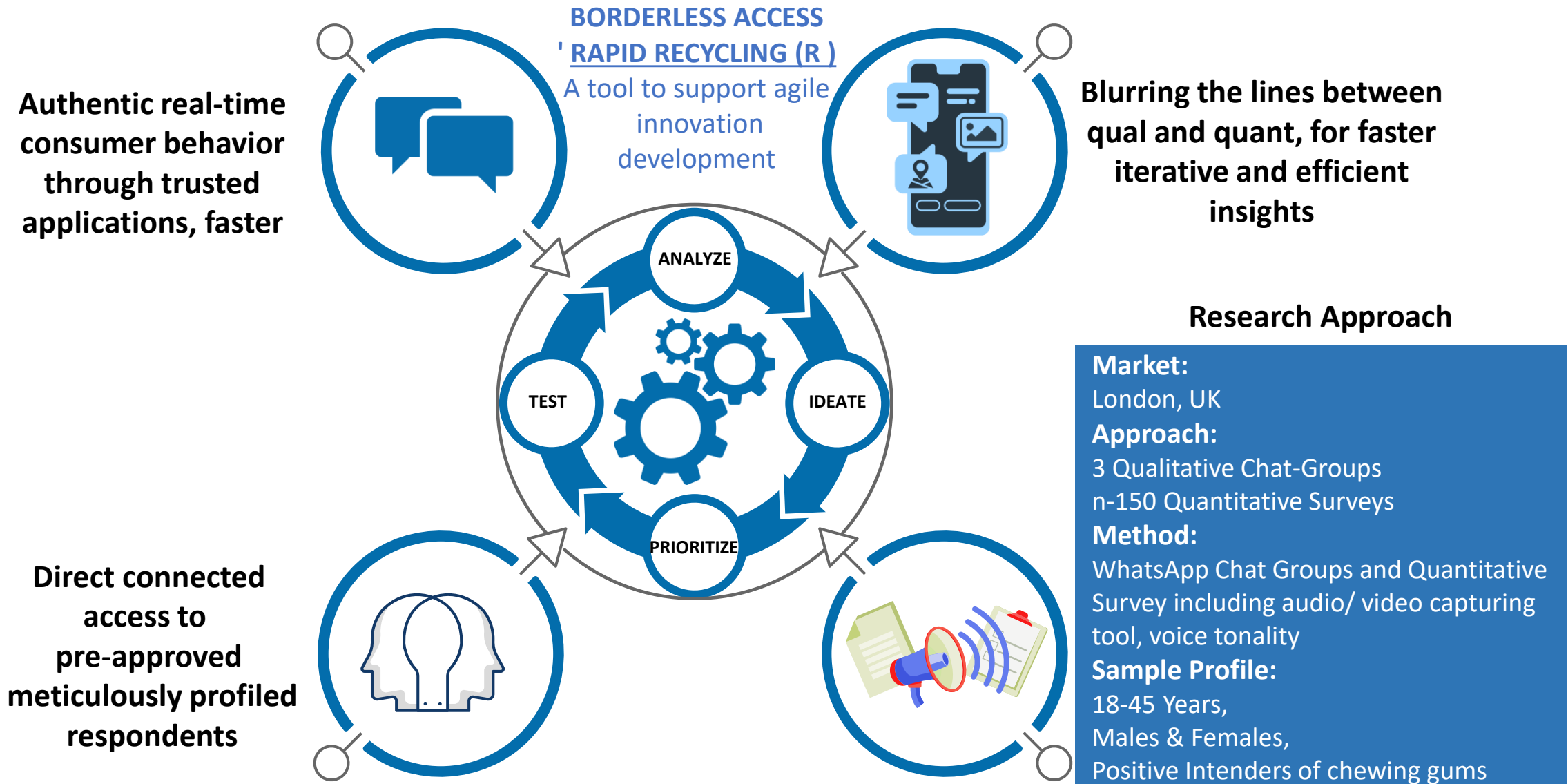
Global Advisor, Borderless Access



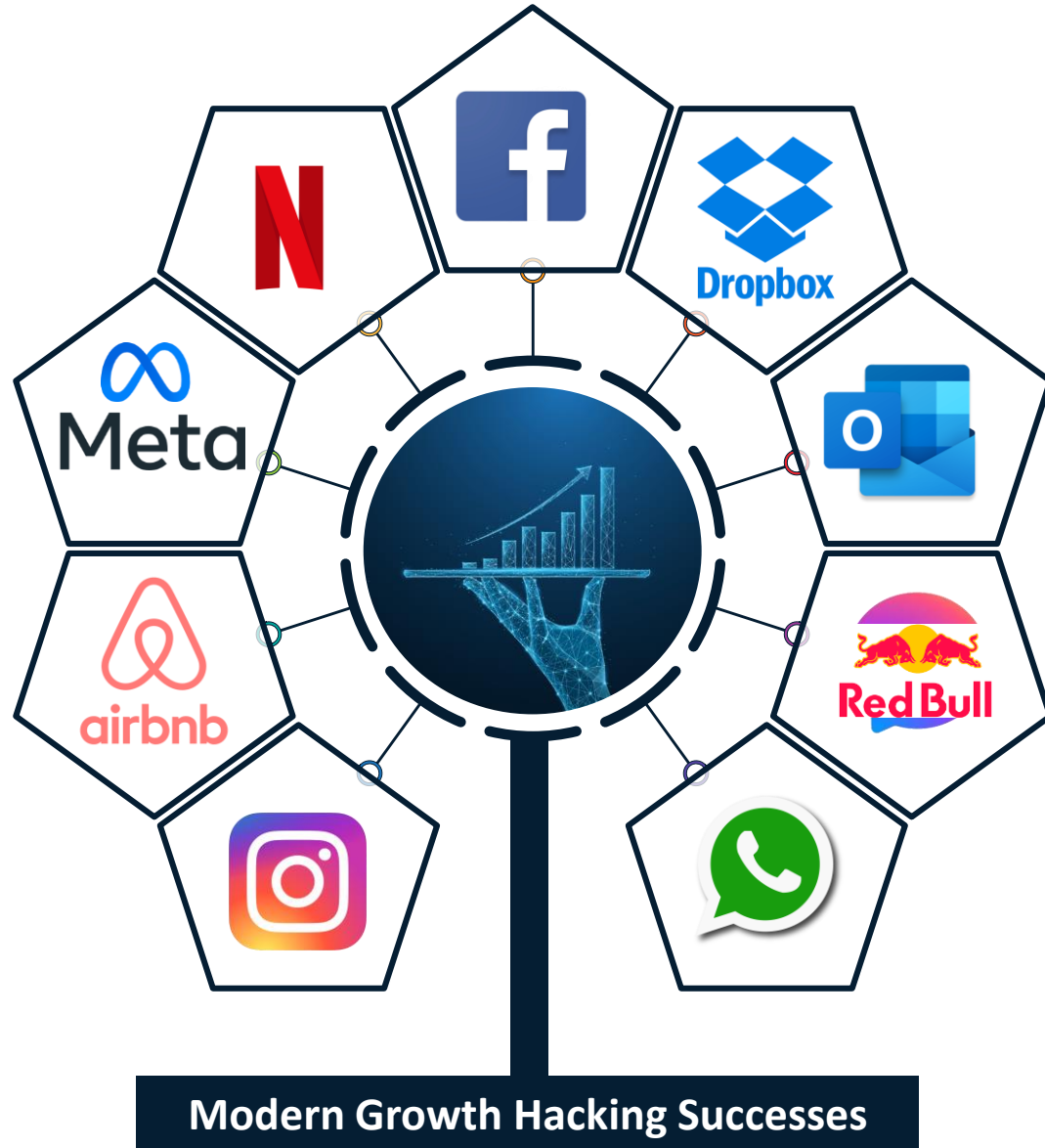
Danny Lowe

Founder & Director, Blockhead

Communication preferences of consumers are evolving rapidly, migration to mobile, digital apps, devices and platforms



Could taking an existing idea and creating something more powerful out of it yield faster growth?



Startups succeed big time when they address a **CRITICAL need or problem** that consumers are experiencing



BV PRADEEP

Global Advisor Borderless Access
Ex CMI Global VP Unilever



Danny Lowe | Inventor | Founder | Director: BLOCKHEAD

Finding relevant 'pick-me-up, pep-myself-up, keep-me-going, quick-fix' moments to connect with people and their needs

WEEKENDS ----- WEEKDAYS



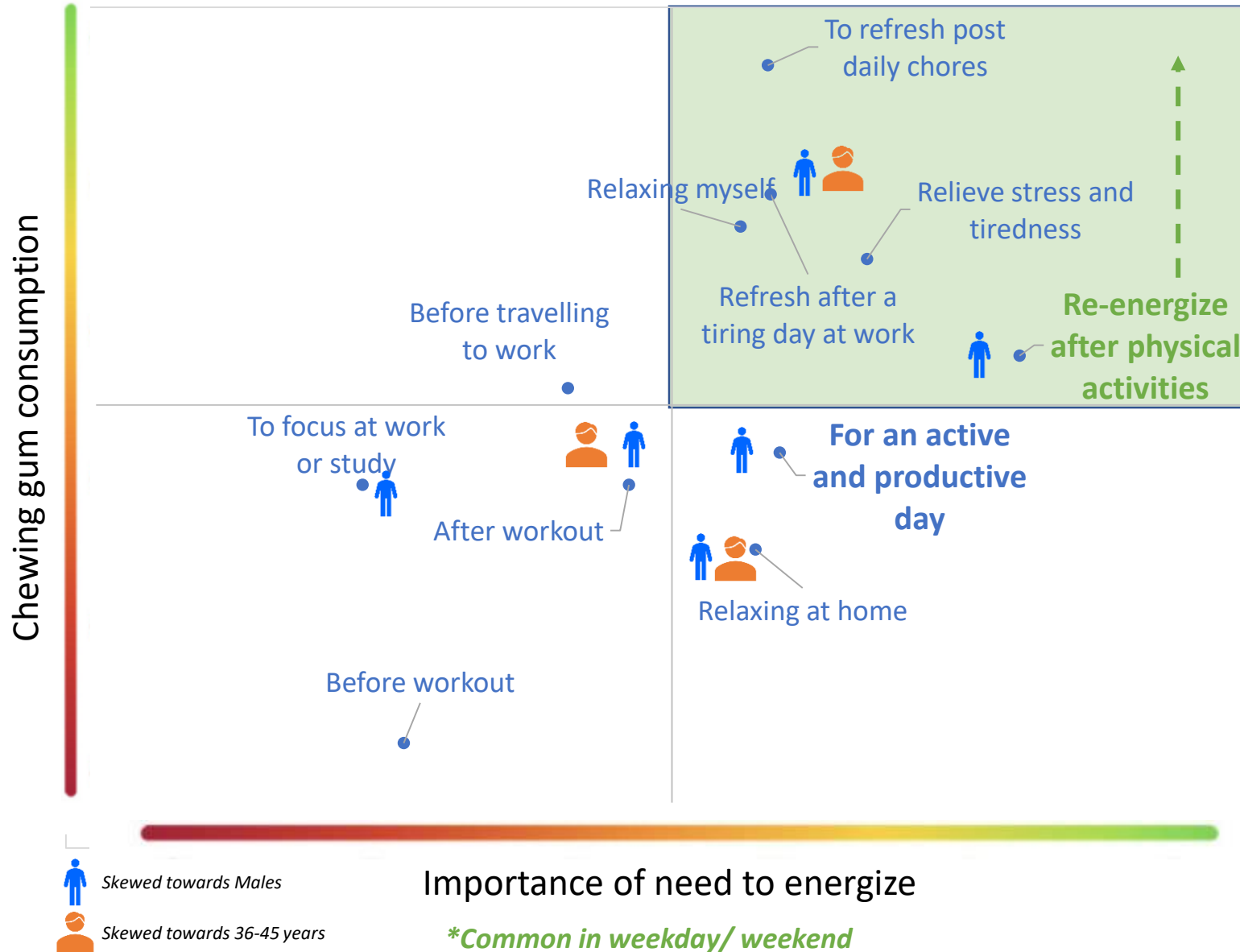
*“I usually drink tea and coffee in the morning on the weekend, just to **keep myself going** and before I go to the gym and for a work-out.*”

*During the week, usually coffees in the morning straight after lunch and mid-day about 3 O'clock, around then I snack, various energy drinks, protein bars, try and eats lots of fruit, just to **keep myself pepped** really cause I'm really really busy at work...”*



37-year-old, male, married, working professional

Tapping into peoples' current and unmet needs to re-energise, have an active day, be focused and productive



"It just gives me a little boost to either get started or carry on..."

"... gives me a bit more time to be productive..."

Female, 37-year-old, married, mother of two, goes camping and walks, follows routine, fancy shopper



Play Audio



Play Video

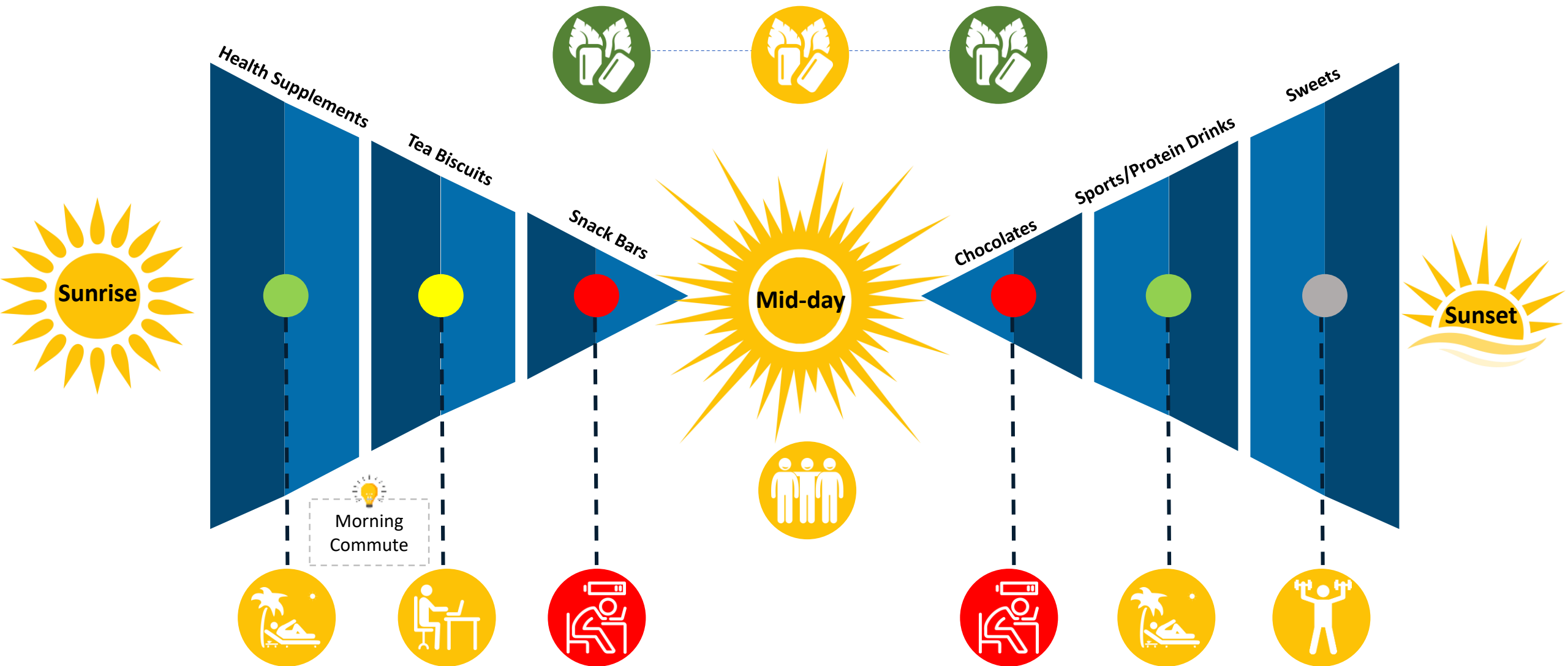


*"...sometimes it's a **HARIBO** when I'm really bad, and equally a **Red Bull** if I am **really really flagging**"*



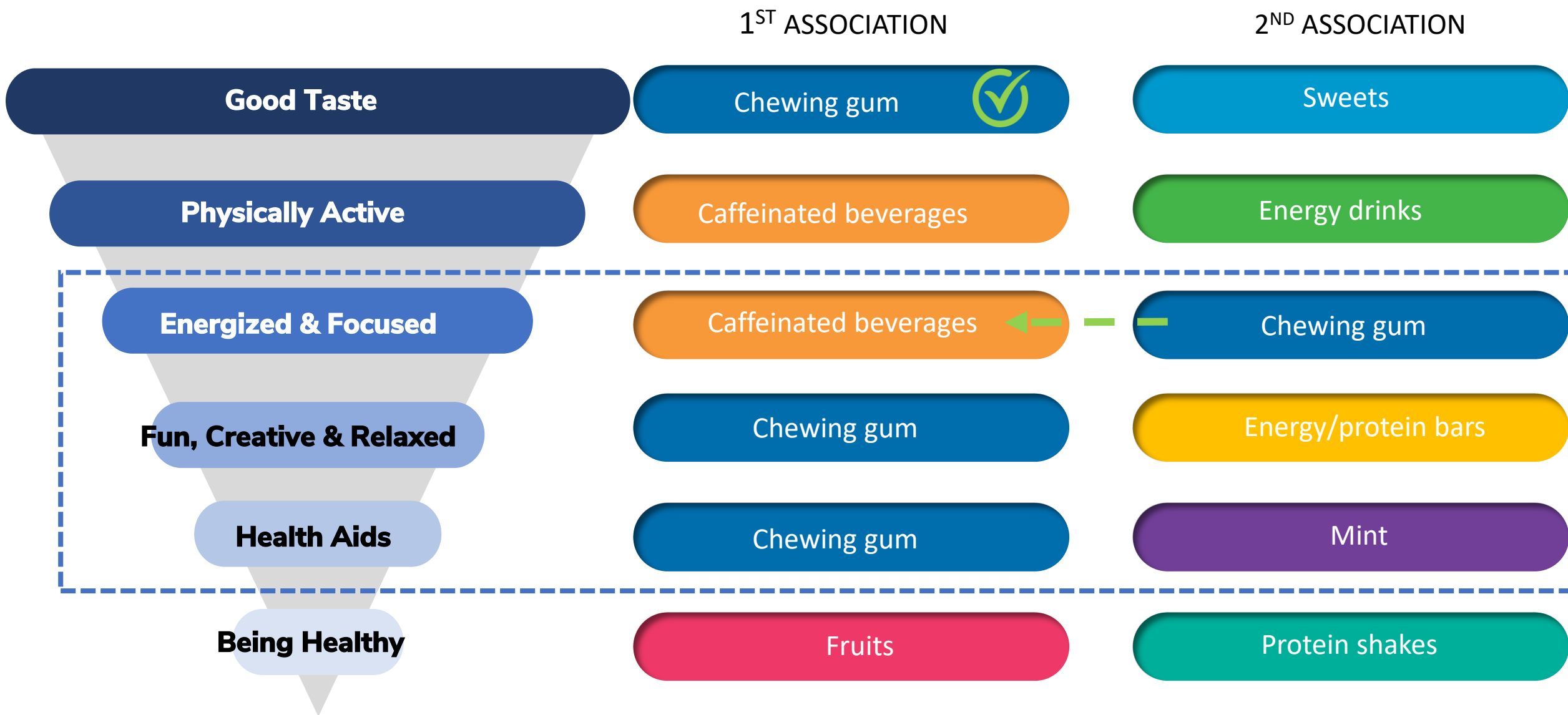
Female, 39 years old, married, mum, working professional, works out, healthy life self and family

Opportunity to fulfill everyday weekday pick-me-up and concentration needs over the late morning and early afternoon slump















Q4. What are the occasions when you feel the need to energize/recharge/pick yourself up?
 Q5. What products do you consume to energize/recharge/pick yourself up

Most of the benefit spaces are owned by chewing gum, opportunity to stretch further to fulfill functional energy and focus needs



Ongoing education is needed to counter the perception of adverse health effects of chewing gum and other energy offers

 <p>Chewing gum</p>	<p>High in sugar (28%)</p> 	<p>Leads to dehydration (21%)</p> 	<p>Headache (19%)</p> 
 <p>Caffeinated beverages</p>	<p>Nausea and Insomnia (32%)</p> 	<p>Leads to dehydration (26%)</p> 	<p>Increases heart problems (24%)</p> 
 <p>Energy drinks</p>	<p>High in sugar (28%)</p> 	<p>Causes anxiety (26%)</p> 	<p>Increases heart problems (26%)</p> 

*“Sometimes energy products **don't work**, other times you can get the **jitters**. It's hard to **gauge how much caffeine etc.** you are getting. Also some products are **high in sugar** which is **undesirable**”*

Female, 44 year old, Caffeinated Beverages.

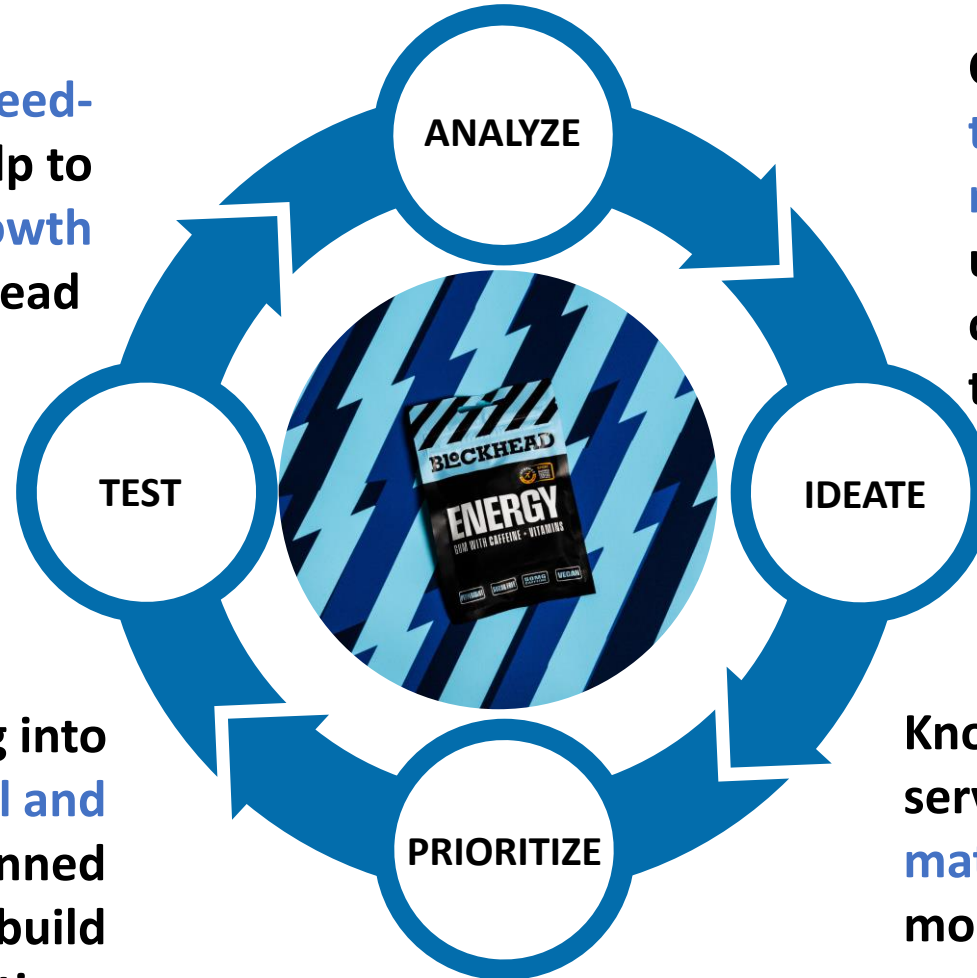


Can the perception that the category can be annoying and distracting limit growth opportunities for Blockhead's functional attributes?



Borderless Access' RAPID RECYCLING(R)

Correlating consumer **need-states** with **occasions** will help to leverage **new category growth opportunities** for Blockhead



Consider how best to leverage the **top benefits of the new functional category**, while using the drawbacks across traditional chewing gum to ideate and position the solution more effectively

Focus on tapping into consumer's **emotional and physical needs**, underpinned by **functional benefits** to build deeper consumer connections

Know how best to prioritise serving the **occasions that matter**, by making the product more accessible - **closer to the moment of need**



1 Ready-to-access global panel reach B2C, B2B, HCP | +100 Million Panelists 70 Countries | Meticulous Profiling & targeting



2 Deeper consumer connections through innovative technology-enabled quantitative and qualitative solutions



3 Tailored decision intelligence tools for different users: Automated Reports | Online Dashboards | Analytic Tools | Insight PPT





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OUR OFFICE LOCATIONS



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