

#21

#08

#365

A New Age for Trend Prediction

Nikolas Pearmine

VP Client Strategy

Quirks 2020

#55

The background is a light gray gradient with several thin, light gray lines forming a large, irregular shape. There are five gray dots of varying sizes scattered across the page. One dot is labeled '#21' and is located in the upper left. Another dot is labeled '#08' and is located near the top center. A third dot is labeled '#365' and is located on the right side. A fourth dot is labeled '#55' and is located in the lower left. A fifth dot is labeled '2' and is located at the bottom center, near the bottom edge of the main content area.

... Research is in a
constant state of change



#356



#21

The Art of Disruption



#55



3

Commoditization

#67

#21

#55

#90

#356

4

Break

#21

#67

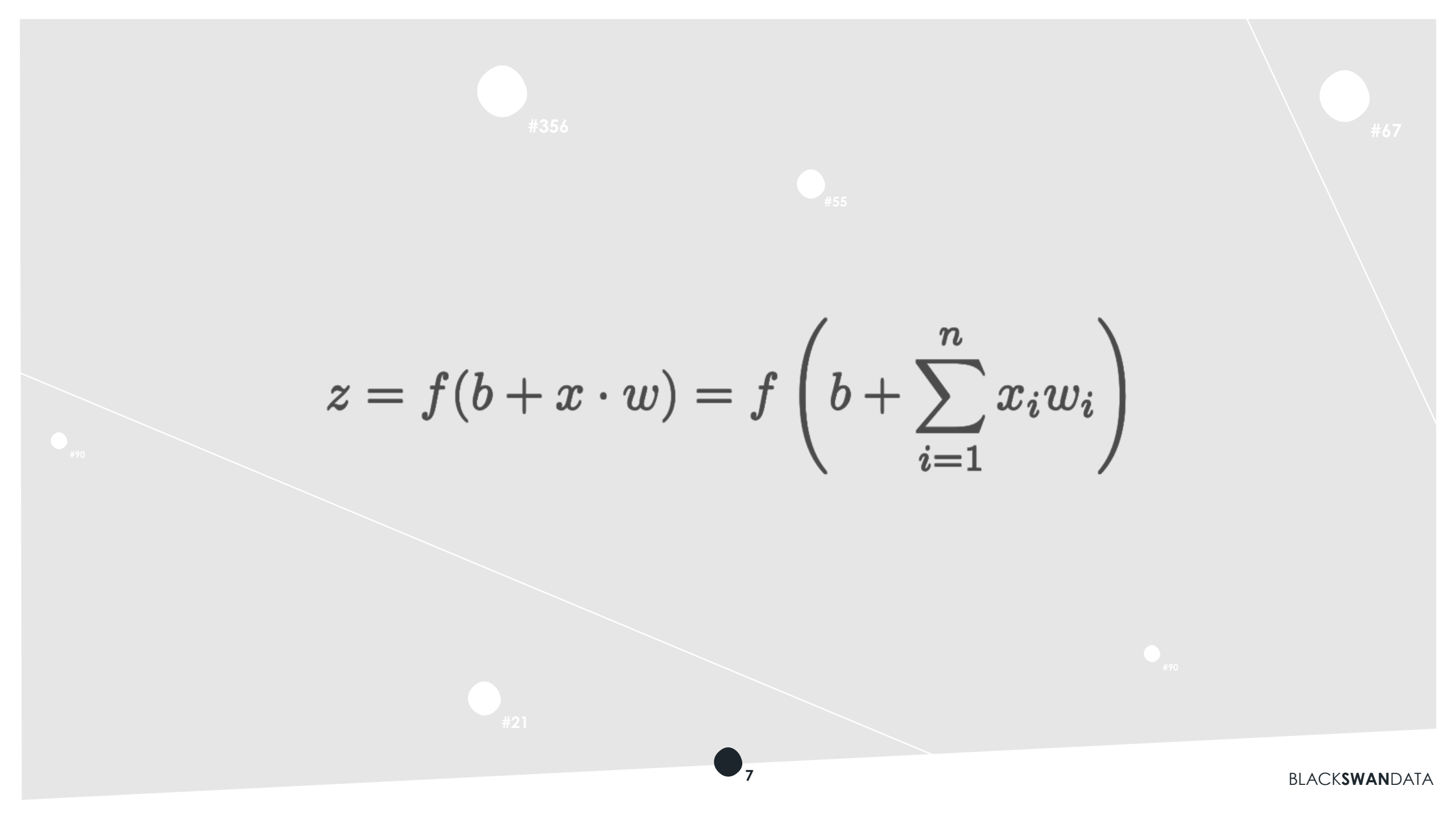
#356

#90

#55

5

Even more data
than ever.



The background is a light gray field with several white circles of varying sizes and two thin white lines. One line runs diagonally from the top right towards the bottom center, and another runs diagonally from the middle left towards the bottom right. The circles are labeled with numbers: #356 (top left), #67 (top right), #55 (top center), #90 (middle left), #21 (bottom left), #90 (bottom right), and #7 (bottom center, which is a black circle).

$$z = f(b + x \cdot w) = f\left(b + \sum_{i=1}^n x_i w_i\right)$$



Humanizing the output...

... focussing on the real-world
application of the data

#356

#21

#55

Know Where To Play

Protect &
Grow

70

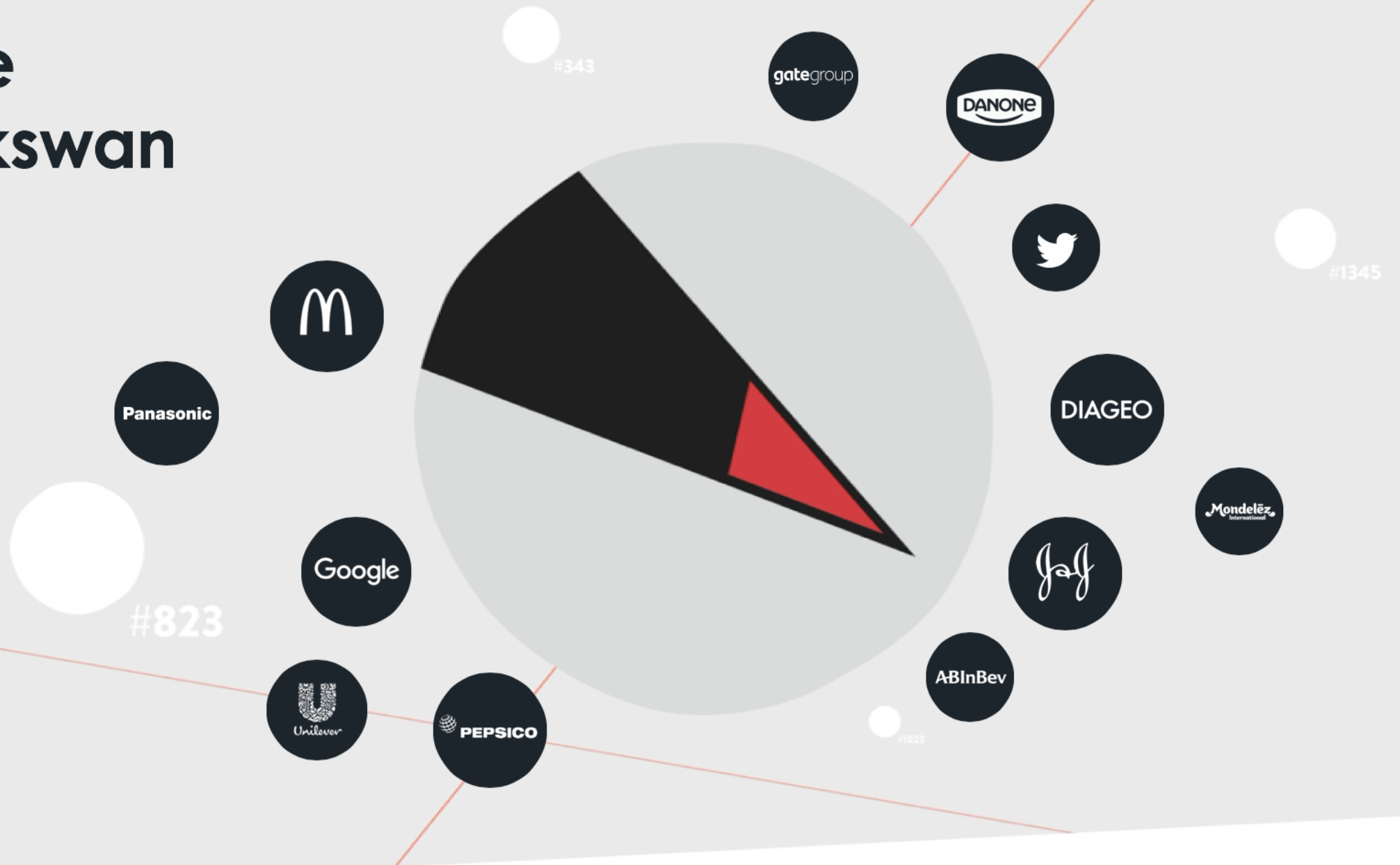
Grow Your
Category

20

Grow Your
Market

10

We're Blackswan Data



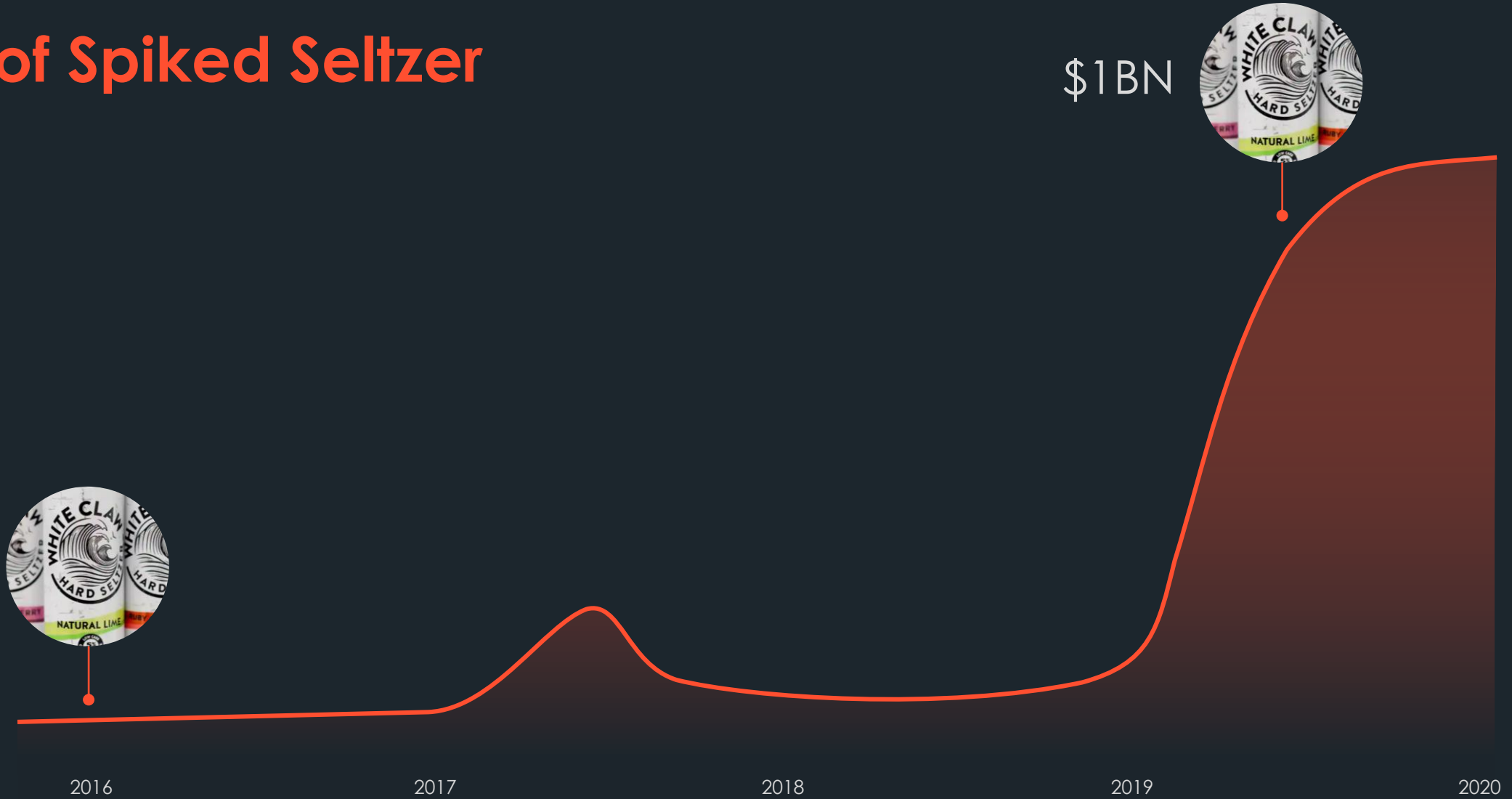
A person with a ponytail is seen from behind, standing in a grocery store aisle. They are looking at shelves filled with various products. The image has a warm, orange-red tint. The title "Predicting The Unpredictable" is overlaid in white text.

Predicting The Unpredictable

QUIRKS 2020

Rise of Spiked Seltzer

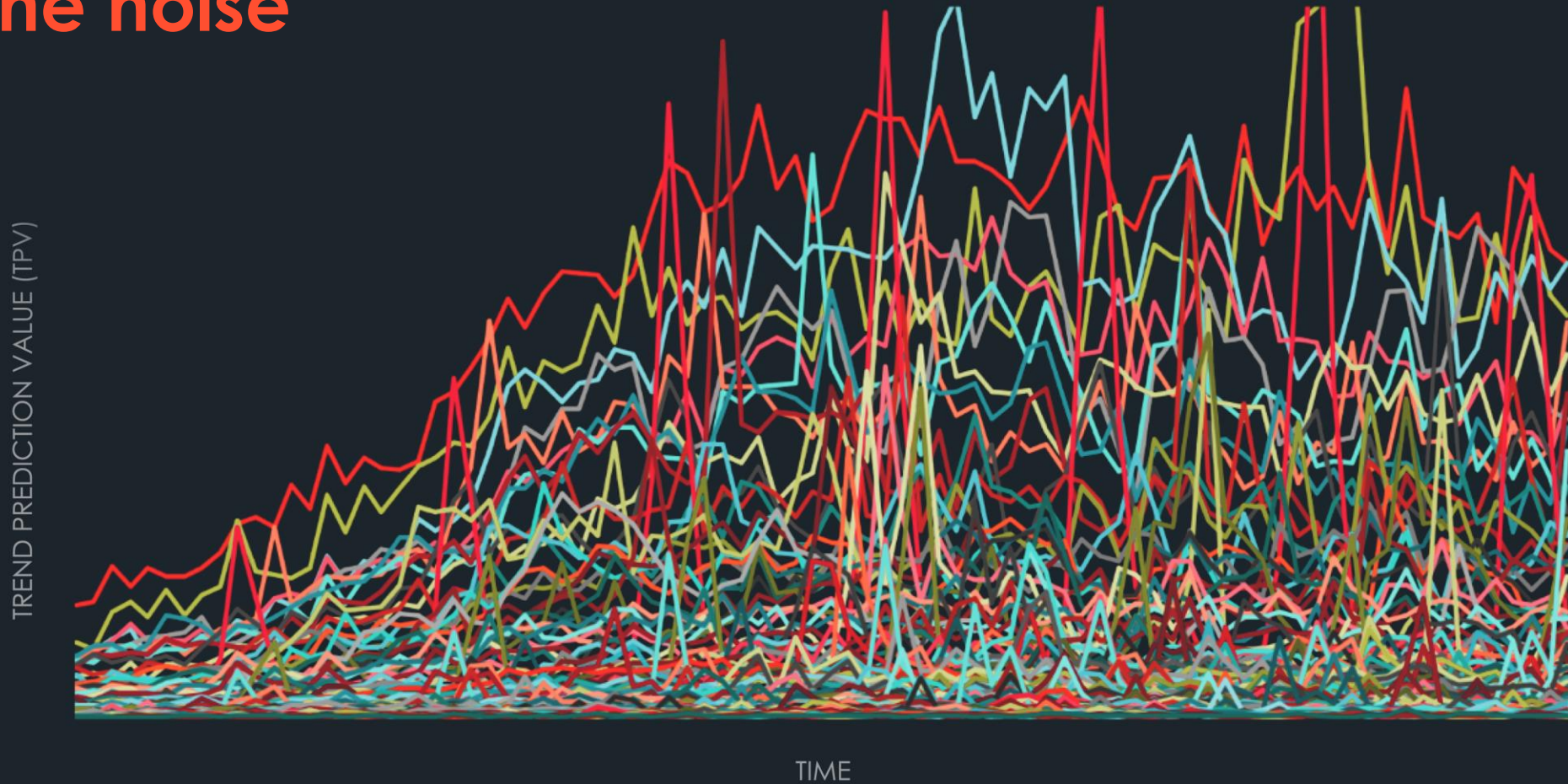
TREND PREDICTION VALUE (TPV)



QUIRKS 2020

Rise of Spiked Seltzer

Separate the signal from the noise



Knowns

Known Unknowns

Unknown Unknowns

#55

#90

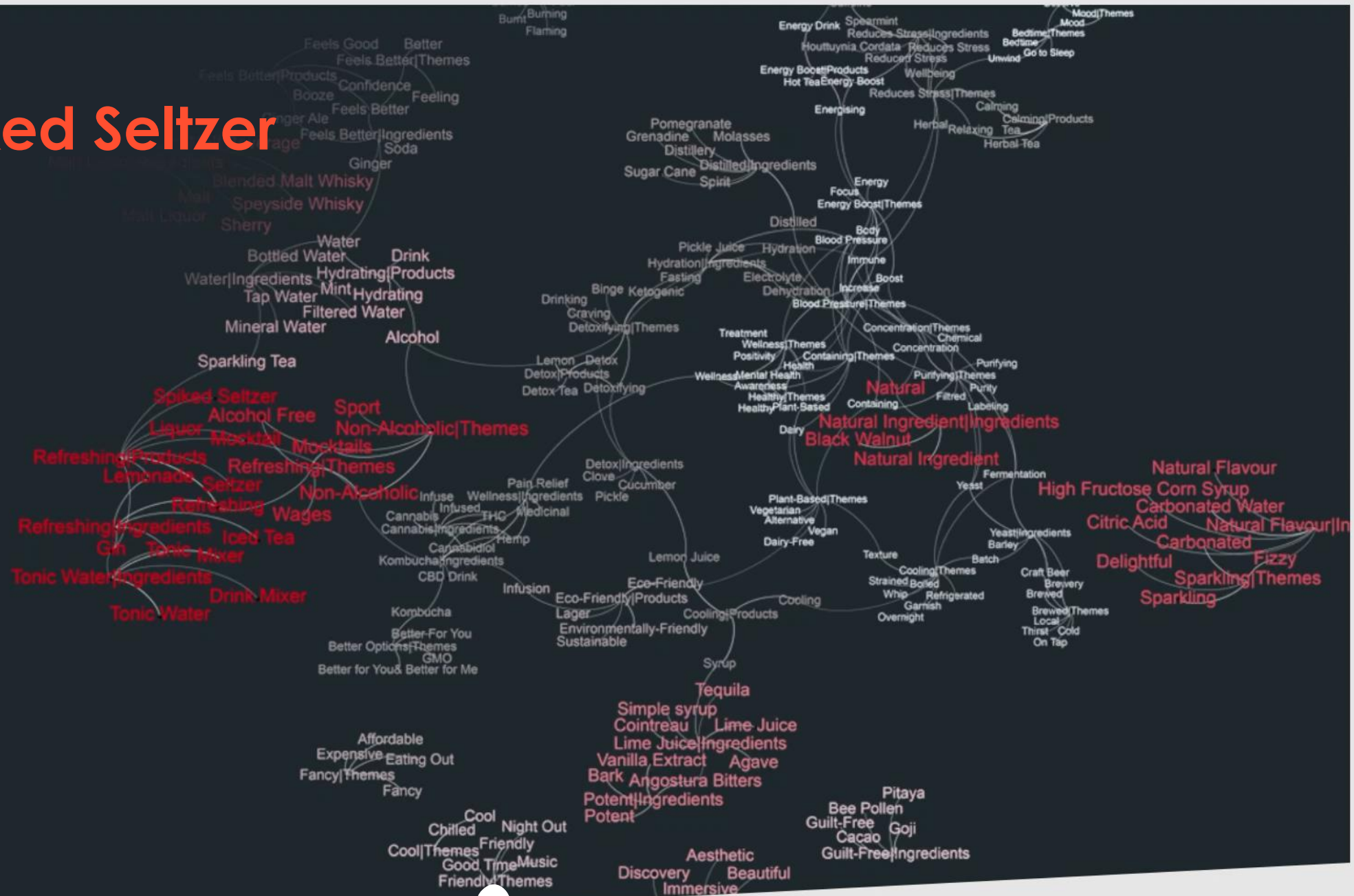
#67

#21

#356

QUIRKS 2020

Rise of Spiked Seltzer



Rise of Spiked Seltzer

NATURAL
INGREDIENTS



Rise of Spiked Seltzer

NATURAL
INGREDIENTS

LOW & NO

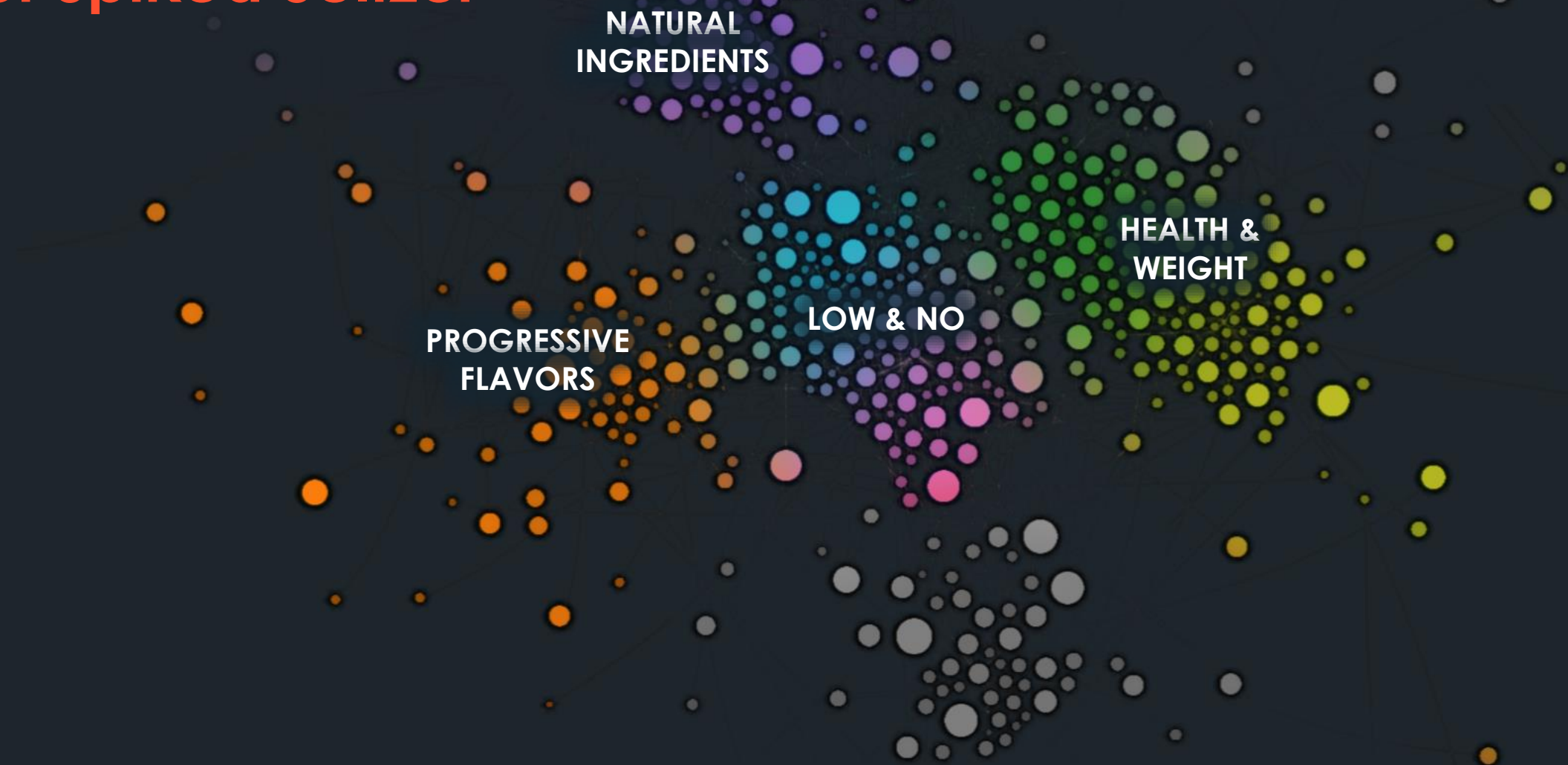
Rise of Spiked Seltzer

NATURAL
INGREDIENTS

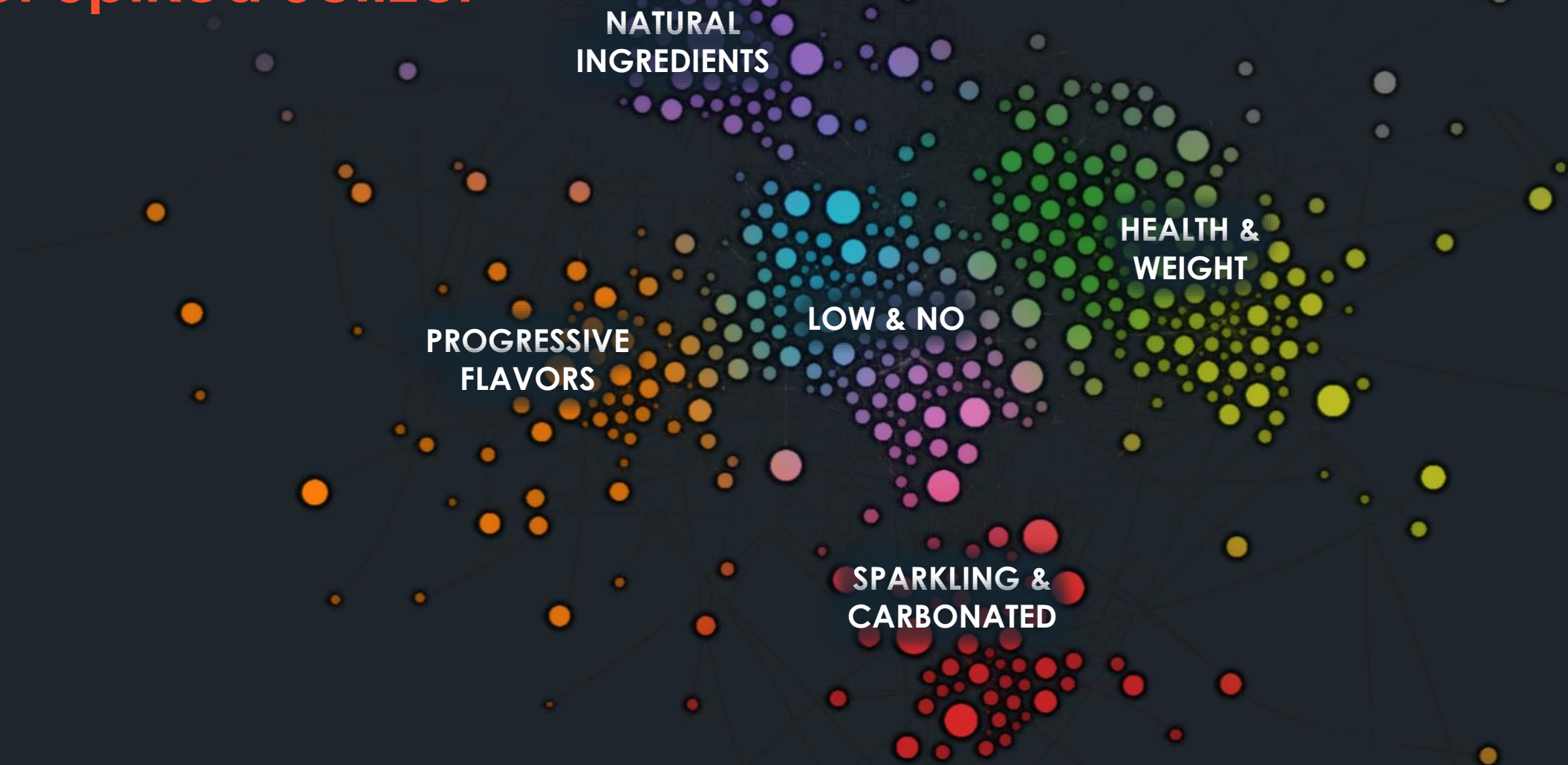
HEALTH &
WEIGHT

LOW & NO

Rise of Spiked Seltzer

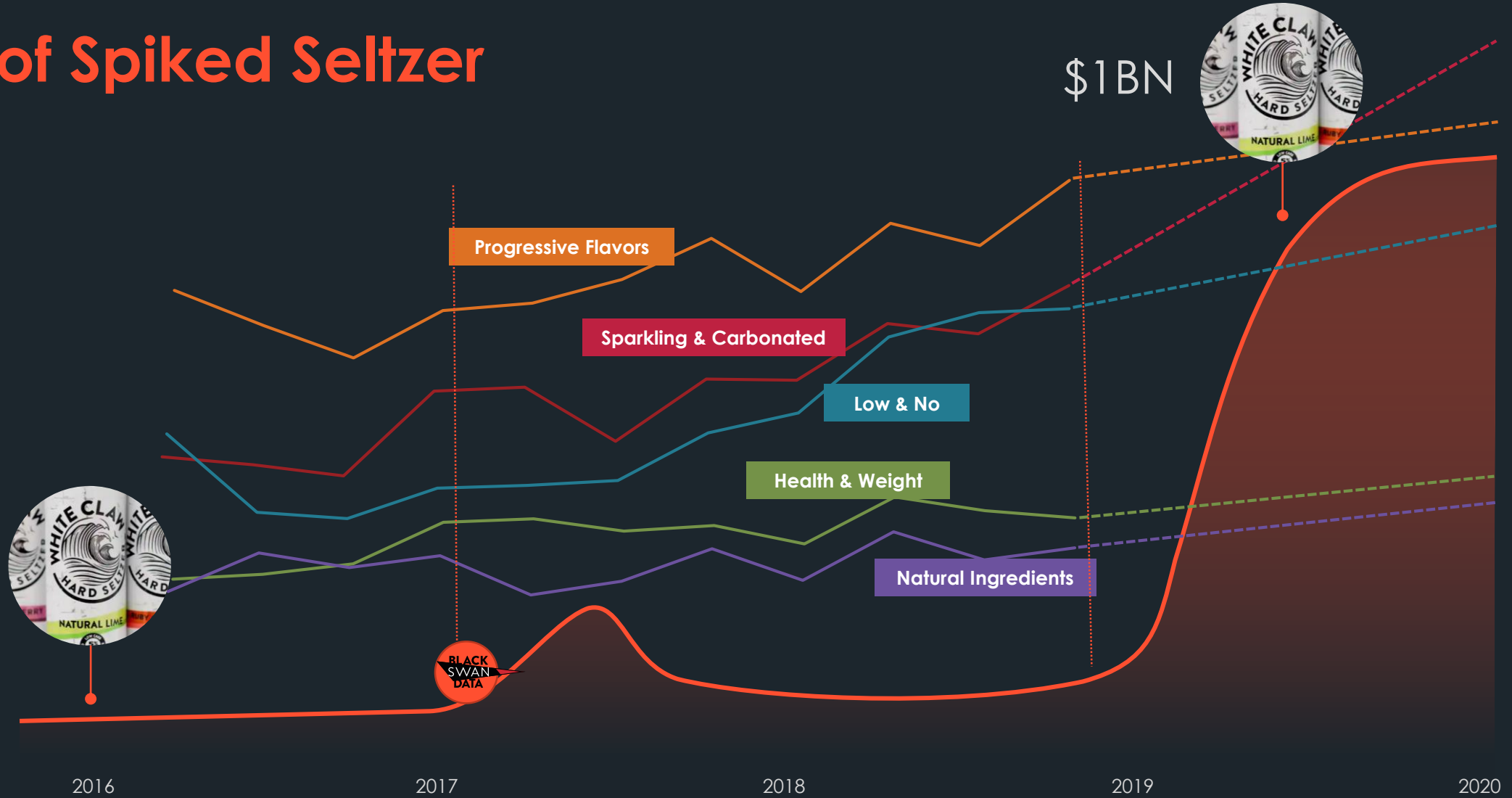


Rise of Spiked Seltzer



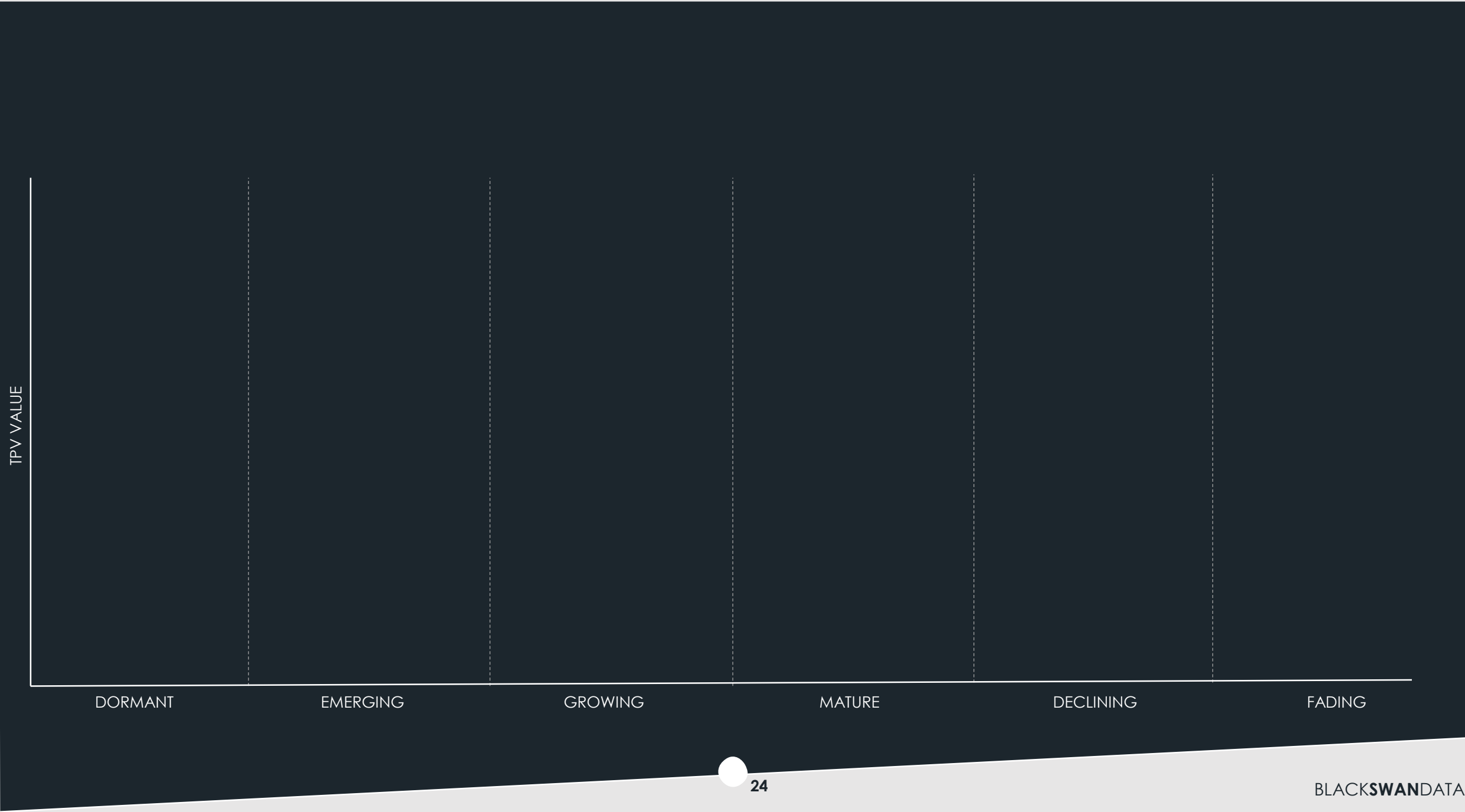
Rise of Spiked Seltzer

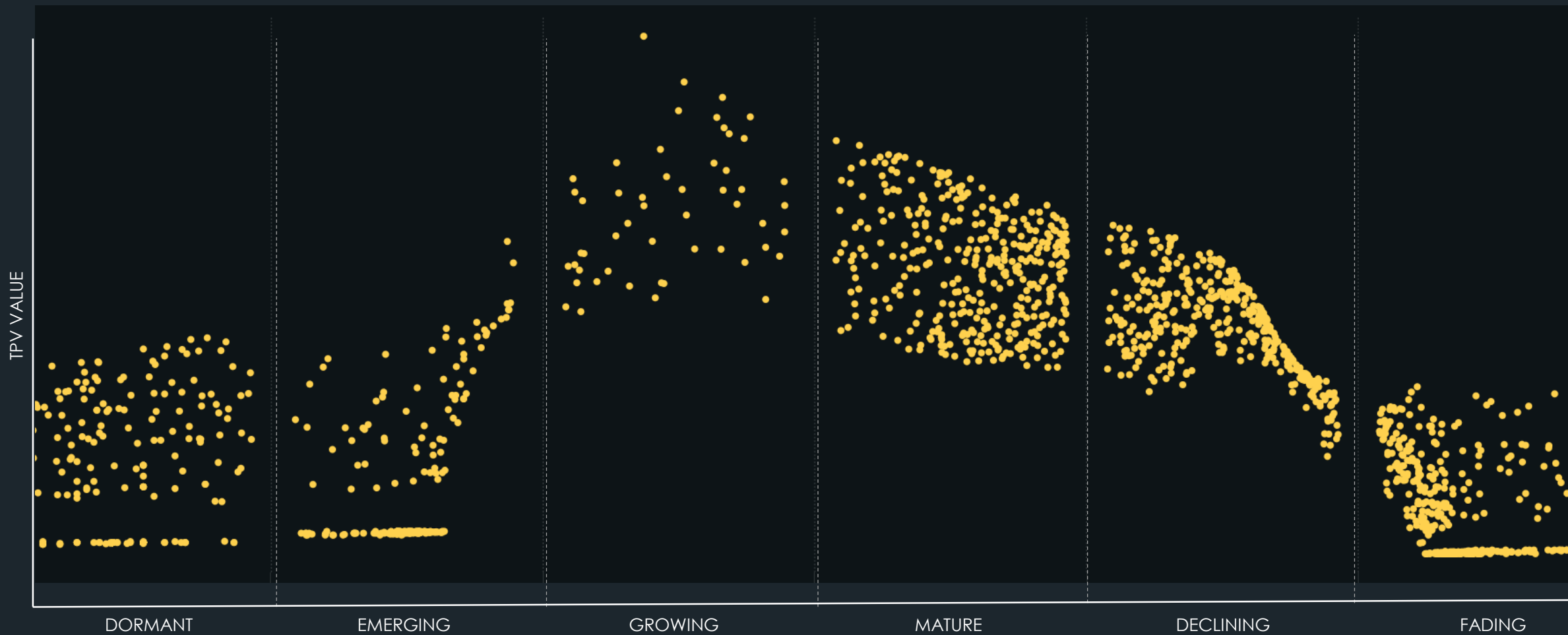
TREND PREDICTION VALUE (TPV)



A top-down view of various spices and herbs arranged on a rustic wooden surface. Several bowls and jars contain different types of spices: a large bowl of finely ground brown powder, a bowl of bright red powder, a bowl of whole almonds, a bowl of vibrant yellow powder, and a bowl of dark blueberries. There are also jars of whole peppercorns, star anise, and other whole spices scattered around. The entire image is overlaid with a semi-transparent red filter.

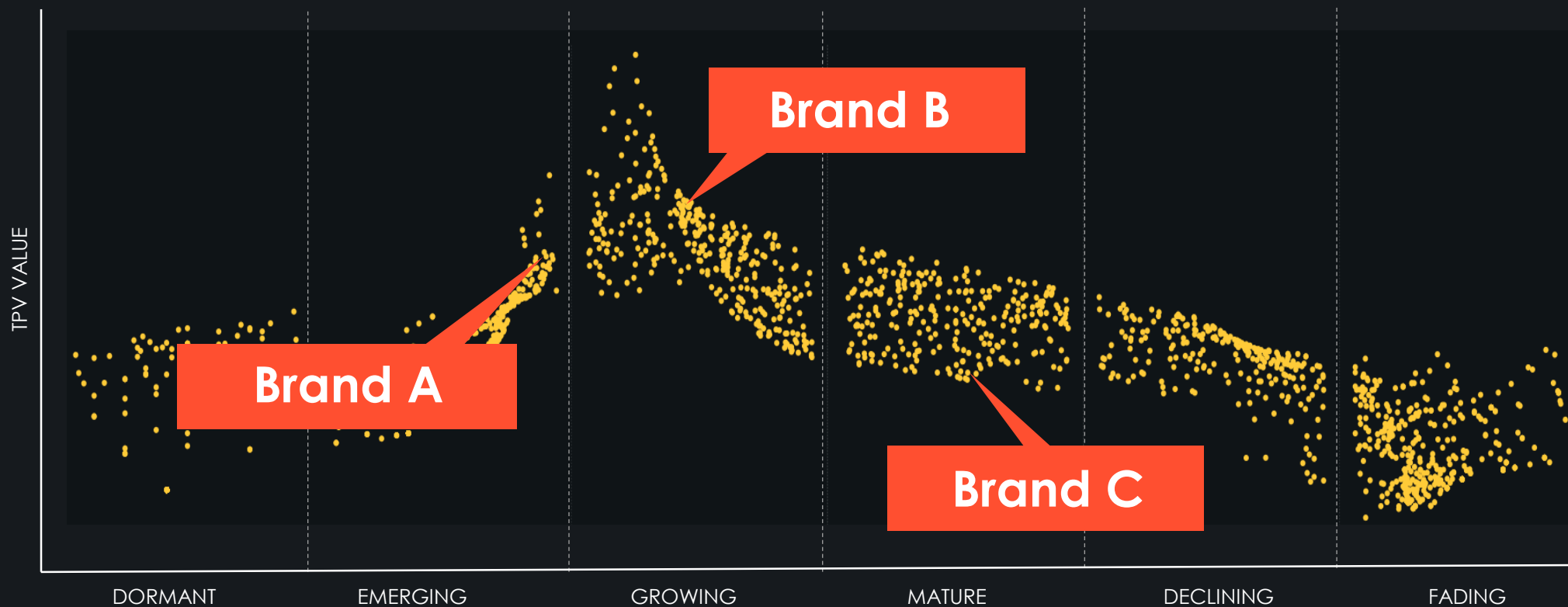
Can Quirks beat the TPV algorithm?





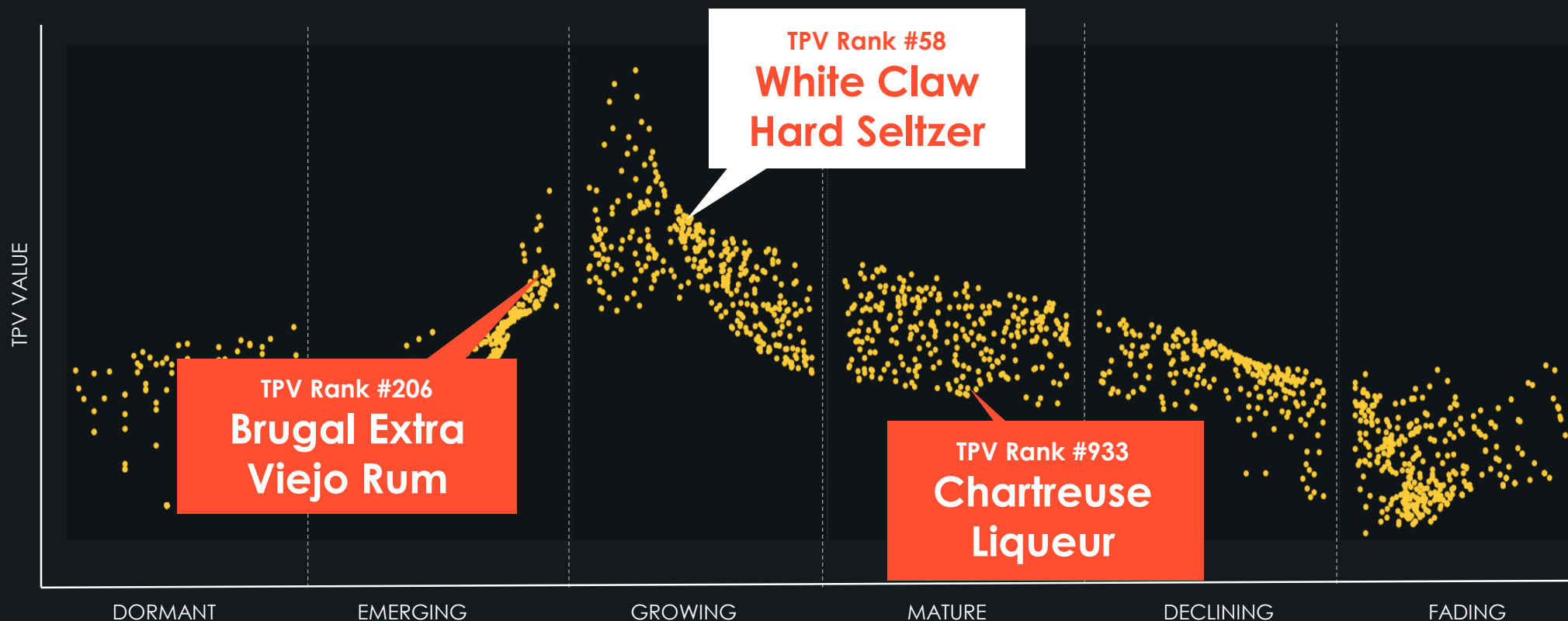
Where is White Claw Hard Seltzer?

| U.S. Spirits & Liqueurs | 2996 Brands



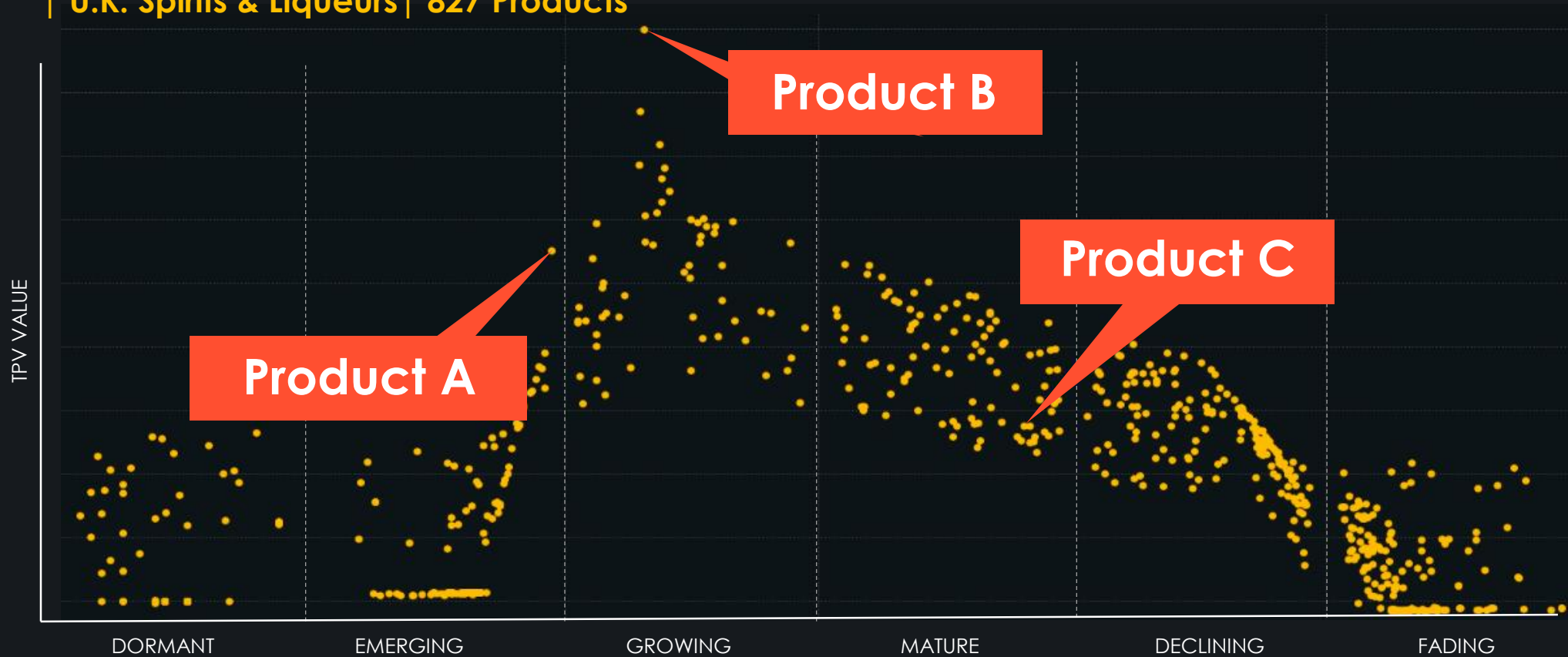
Where is White Claw Hard Seltzer?

| U.S. Spirits & Liqueurs | 2996 Brands



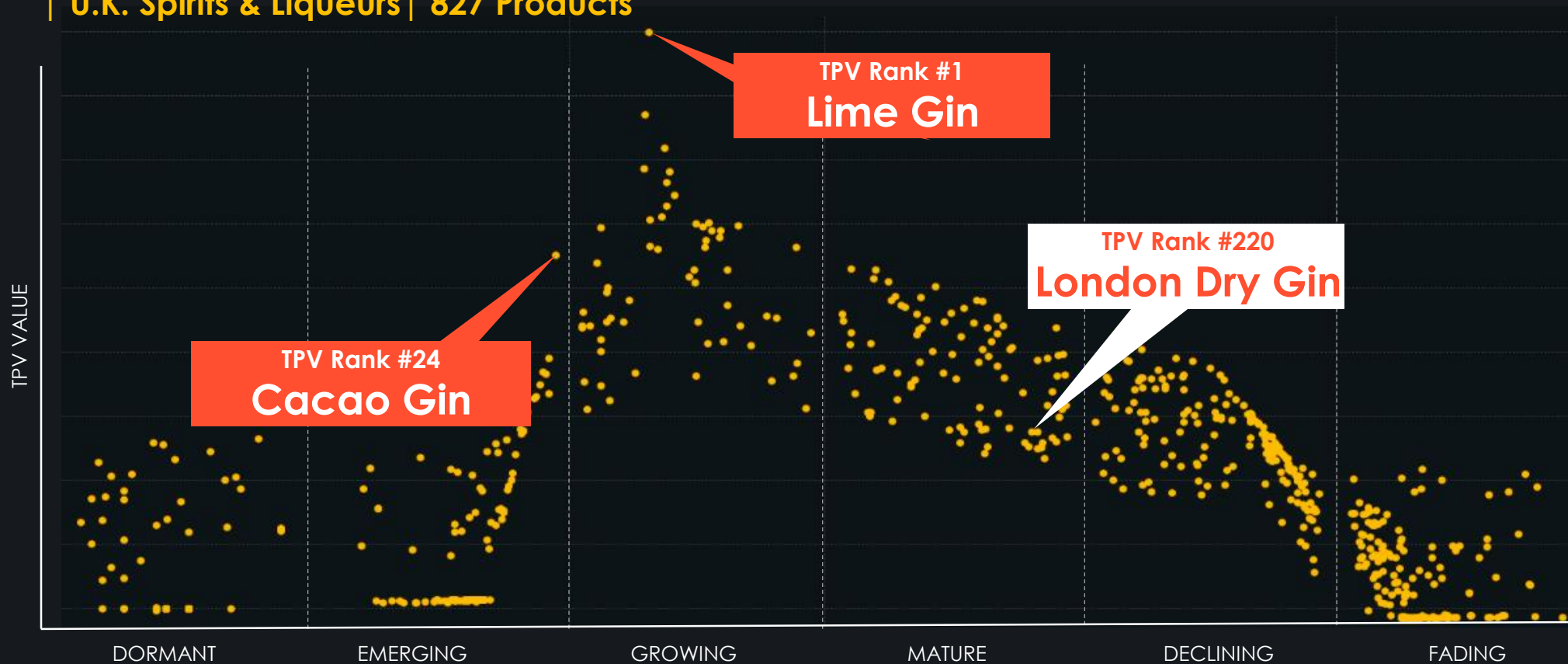
Where is London Dry Gin?

| U.K. Spirits & Liqueurs | 827 Products



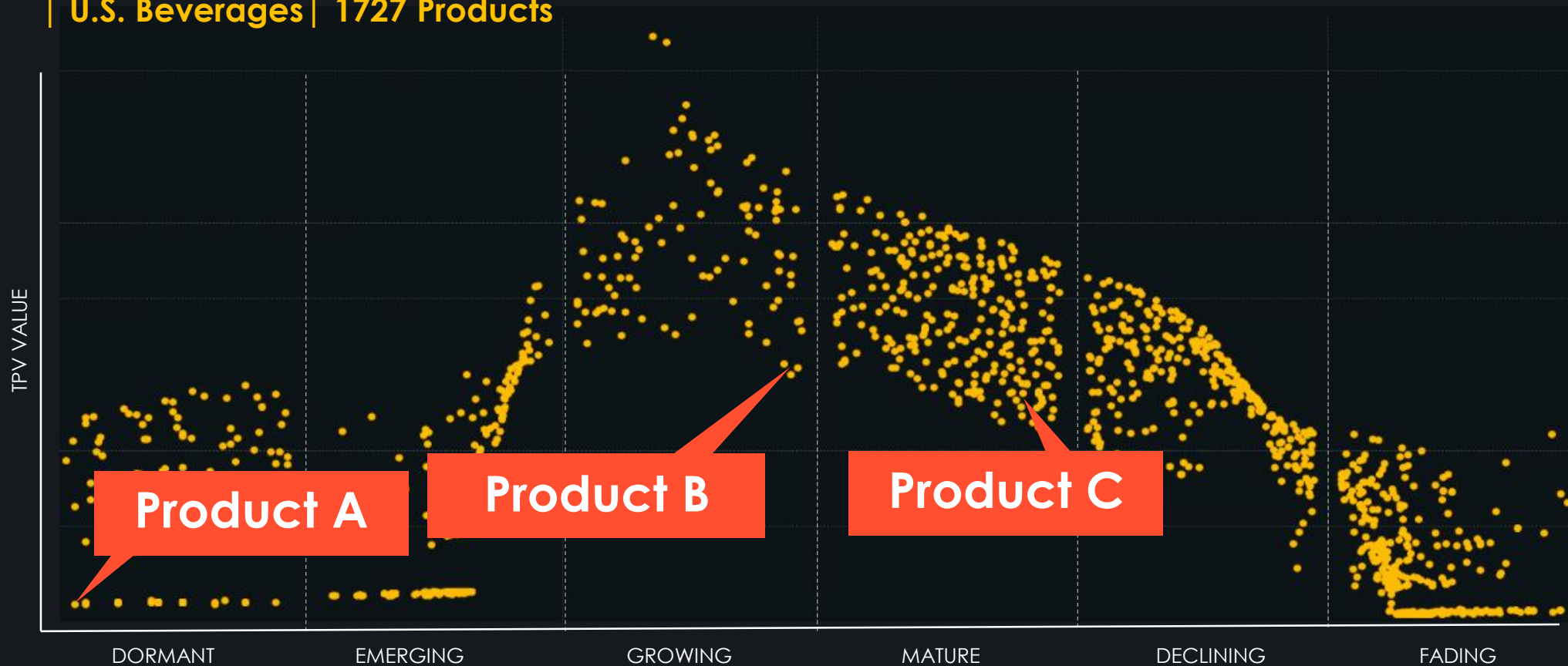
Where is London Dry Gin?

| U.K. Spirits & Liqueurs | 827 Products



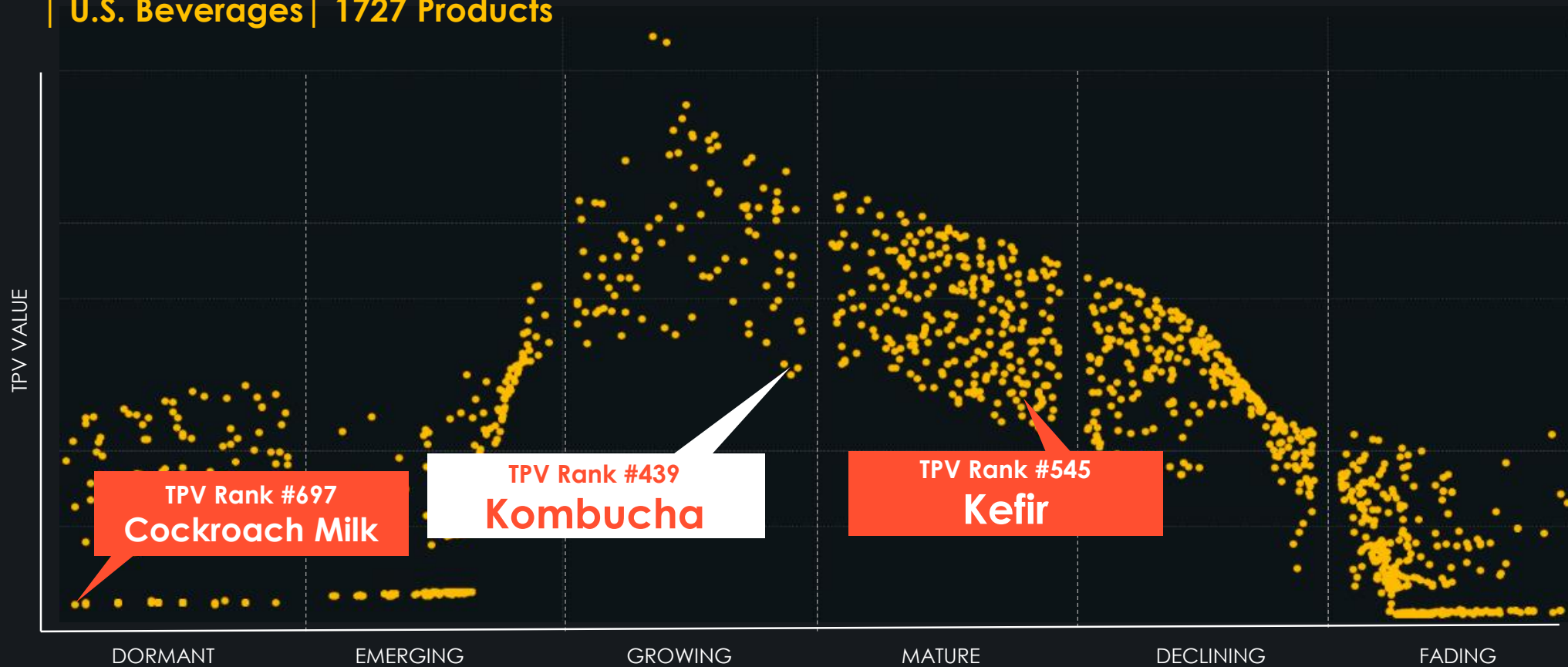
Where is Kombucha?

| U.S. Beverages | 1727 Products



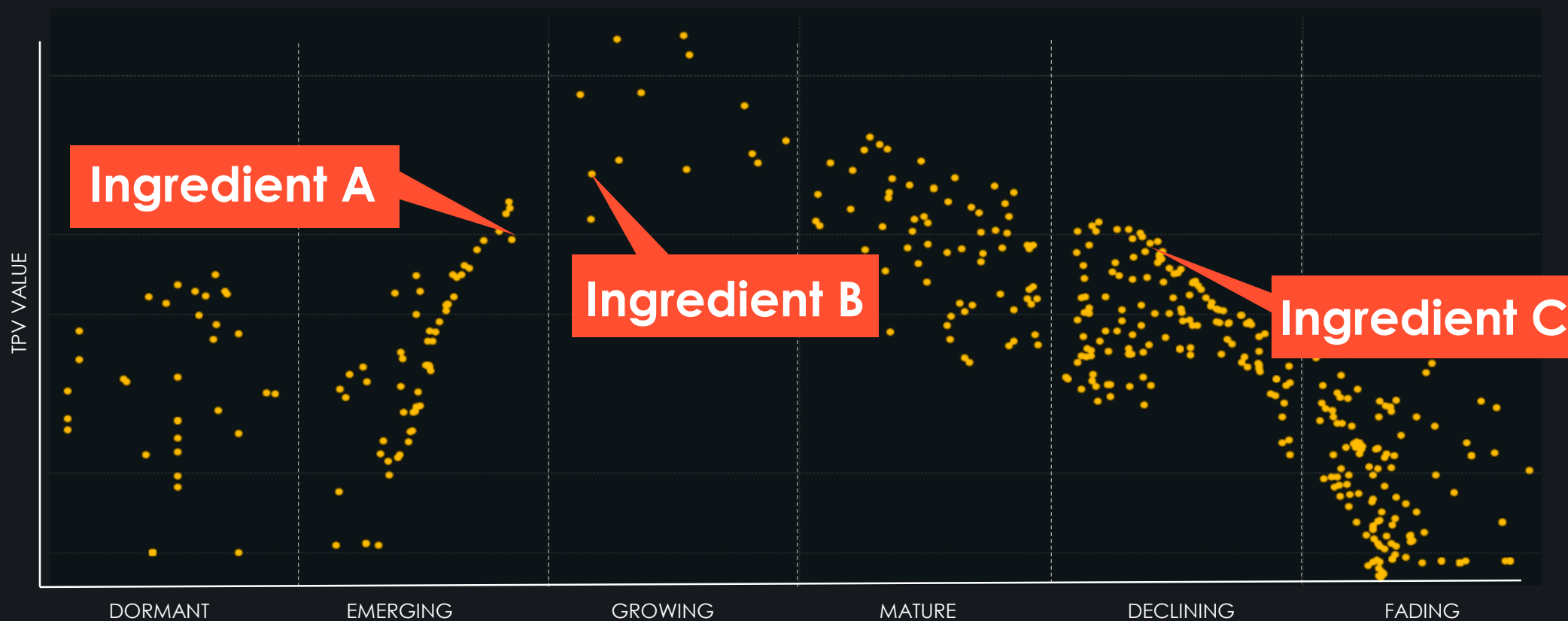
Where is Kombucha?

| U.S. Beverages | 1727 Products



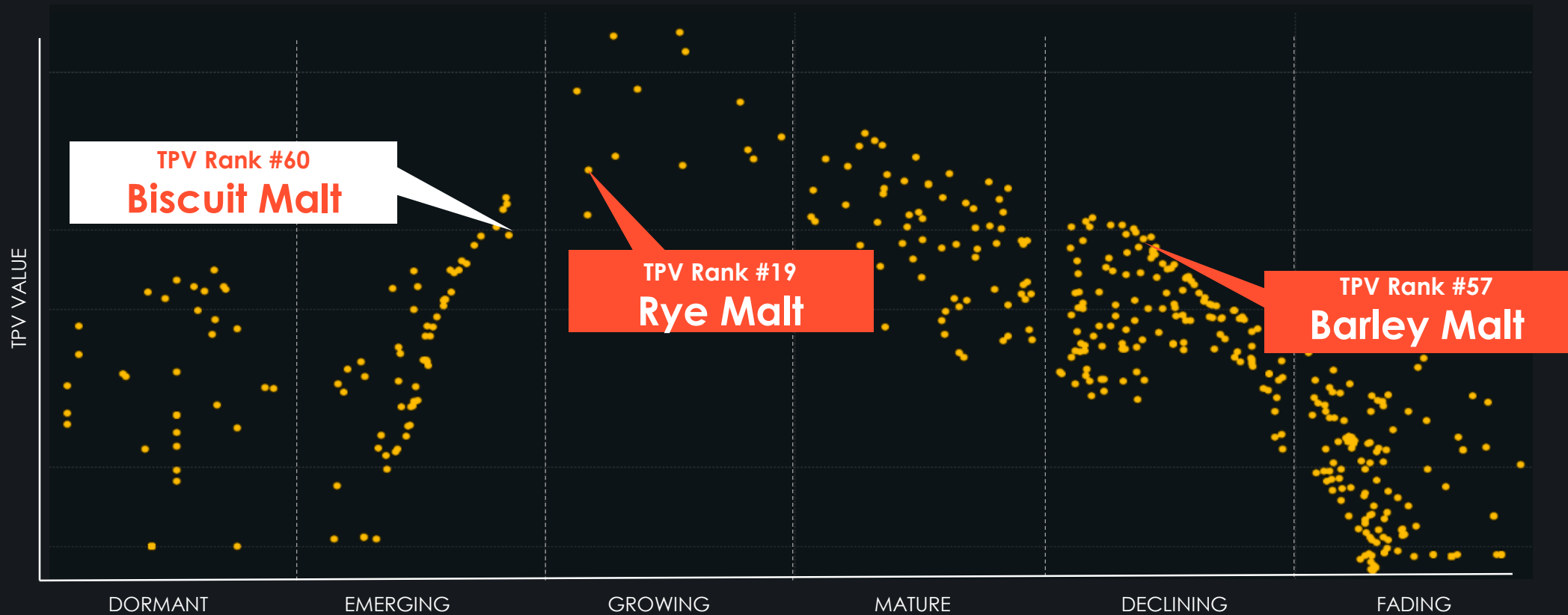
Where is Biscuit Malt?

| U.K. Beer & Cider | 703 Ingredients



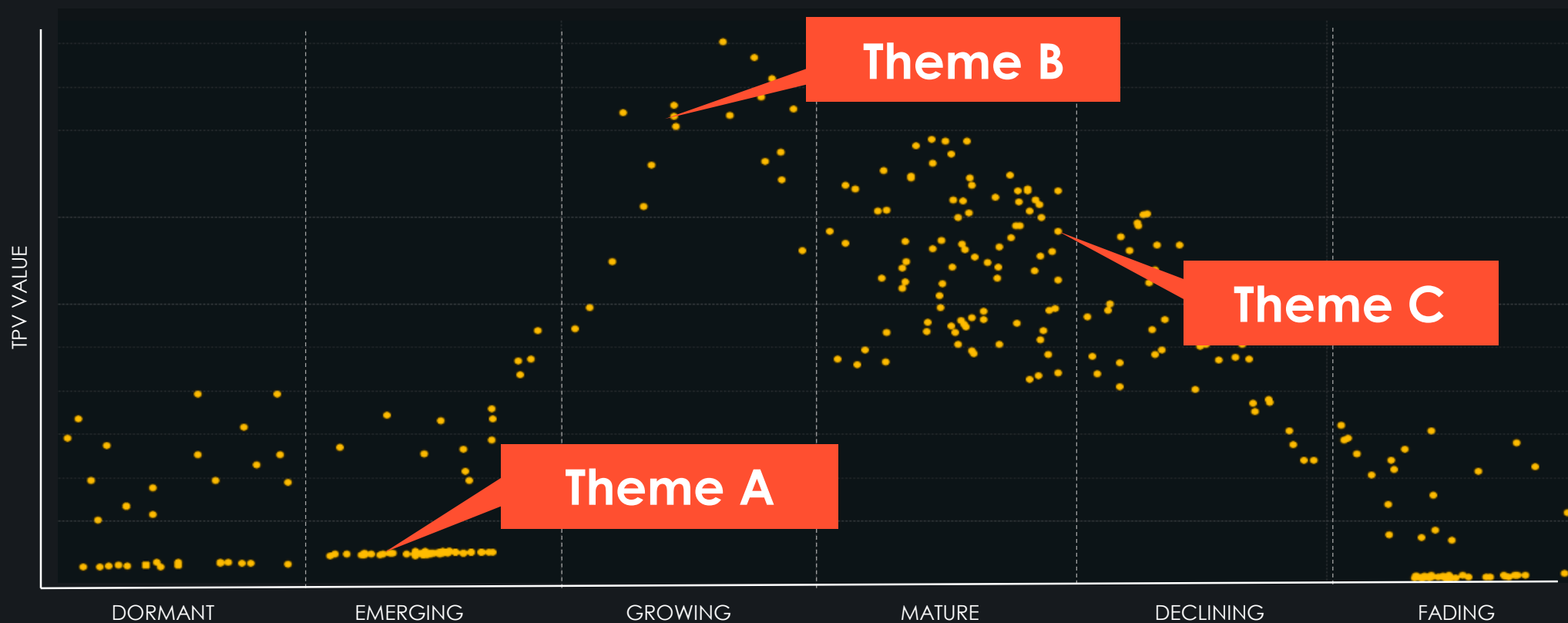
Where is Biscuit Malt?

| U.K. Beer & Cider | 703 Ingredients



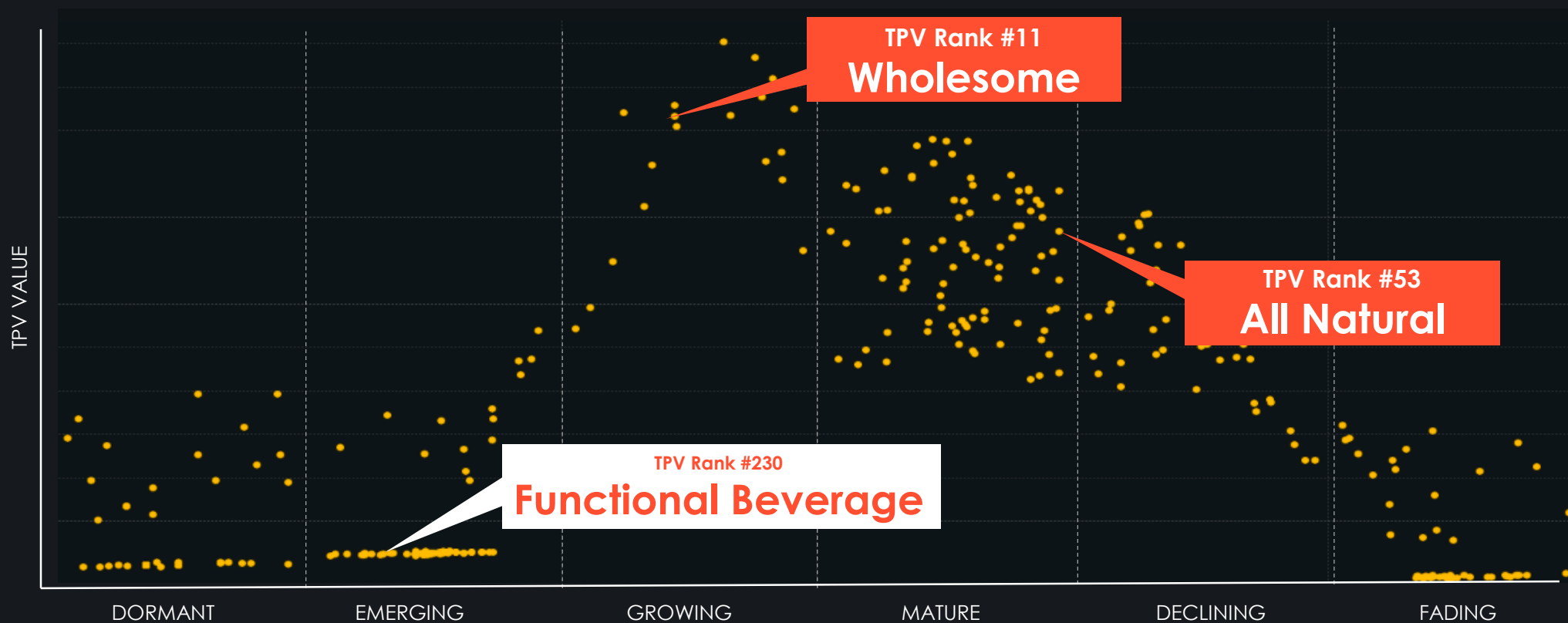
Where is Functional Beverage?

| U.S. Spirits & Liqueurs | 328 Themes

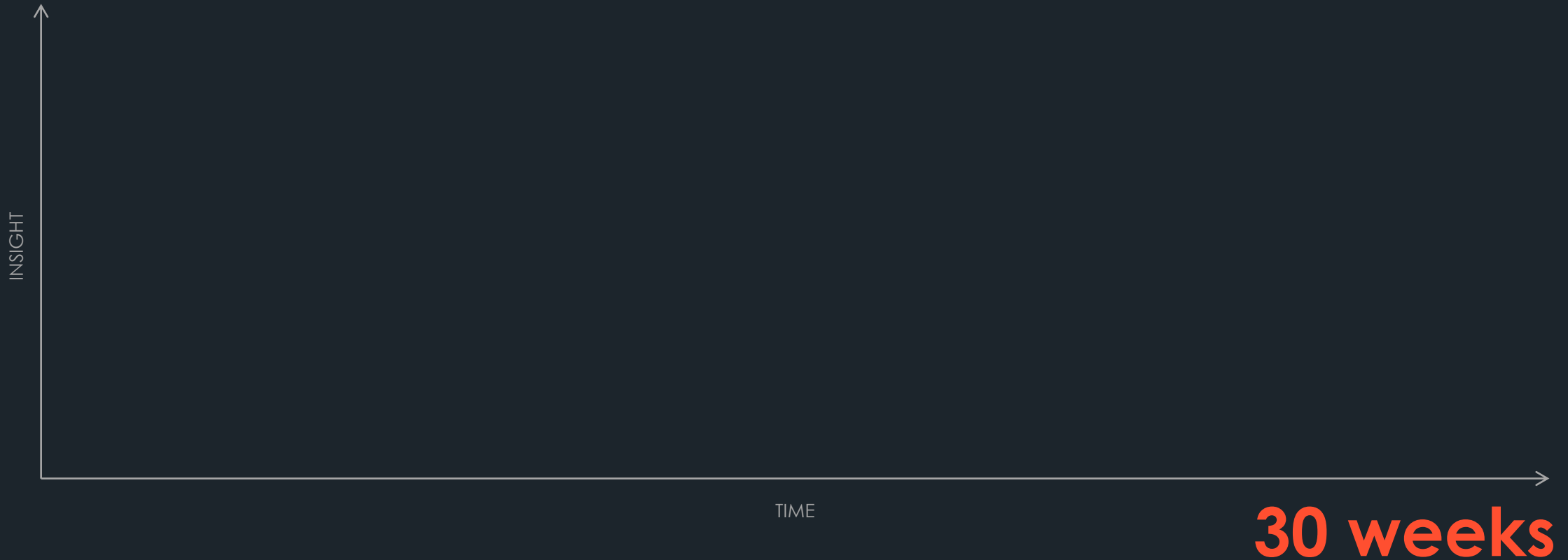


Where is Functional Beverage?

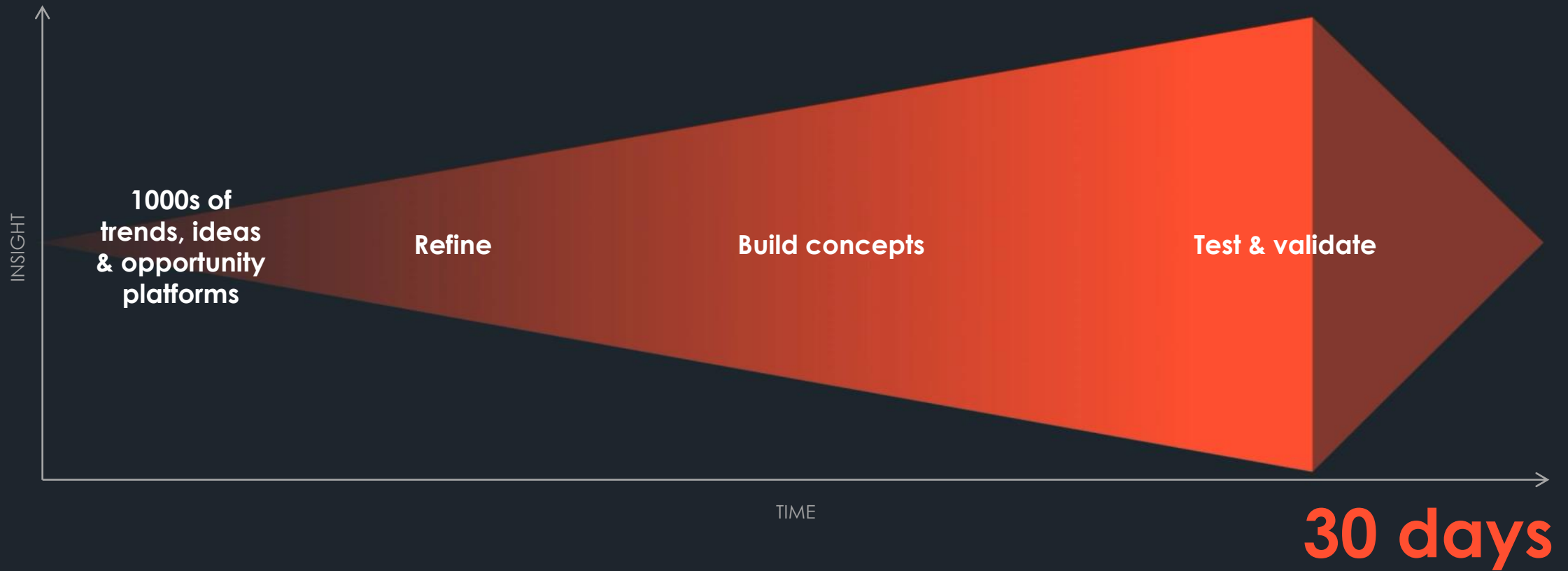
| U.S. Spirits & Liqueurs | 328 Themes



Focus: Discovering, identifying & building **trends**



Focus: Discovering, identifying & building trends



The evidence to act (at speed)



Flavour Innovation
2017

#90



New Brand Launch
2018

#21



Comms
2019

#55



Starbucks
2019

#90



Harley
2020

#67

#356

White Swan

Helping sufferers of undiagnosed diseases



2015

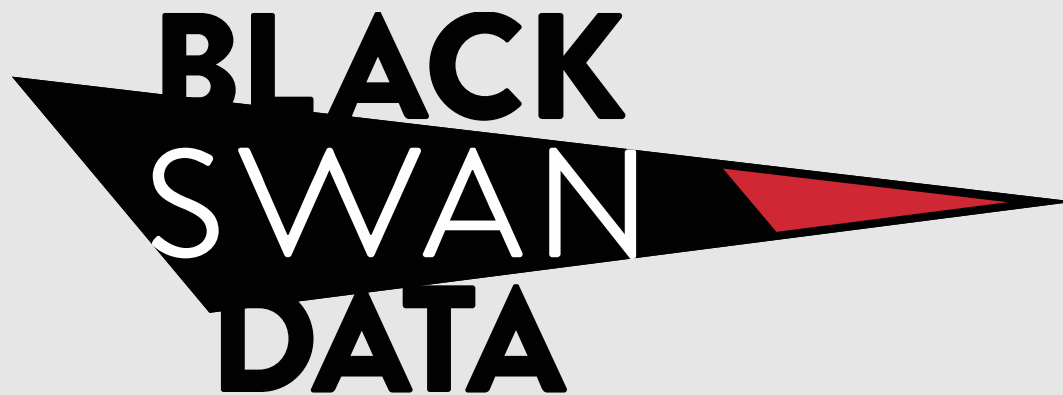


Today

Thank you

Nikolas Pearmine

VP Client Strategy



#743



#55



#1423



#67



#90



41