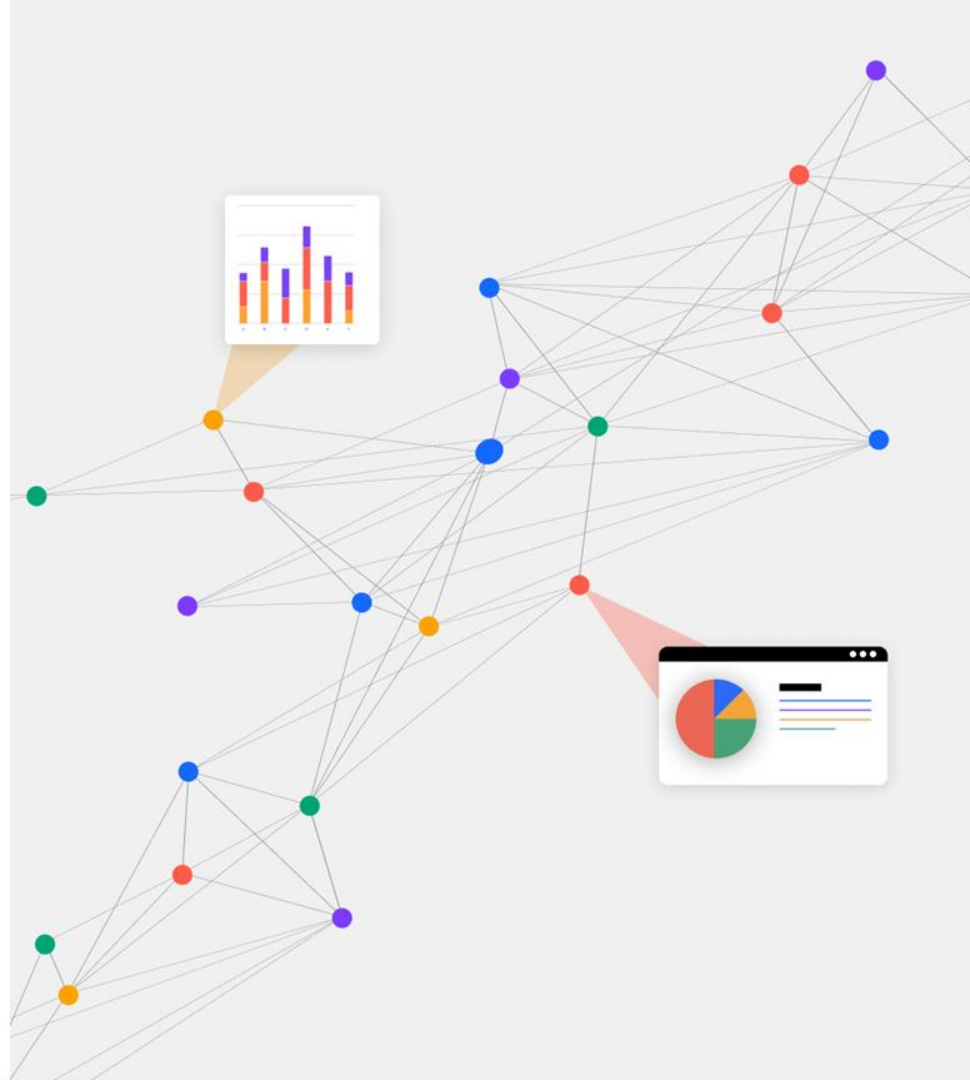




Leveraging Technology to Improve Your Access to Insights

John Eveleigh



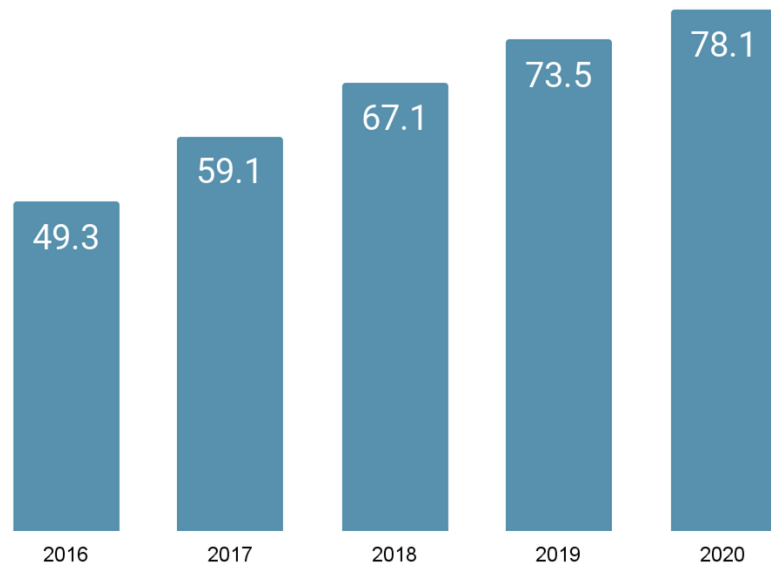
The Mobile Phone



"We take better care of our smartphone than ourselves. We know when the battery is depleted and recharge it."

- Arianna Huffington

% Population Of Smartphone Owners



www.statista.com

Meet Premise.



Coca-Cola

ABInBev



P&G

Moët Hennessy

MARS

DANONE

BAT
A BATES COMPANY

SANOFI

Pernod Ricard

NielsenIQ

Serta
Simmons
Bedding

PEPSICO

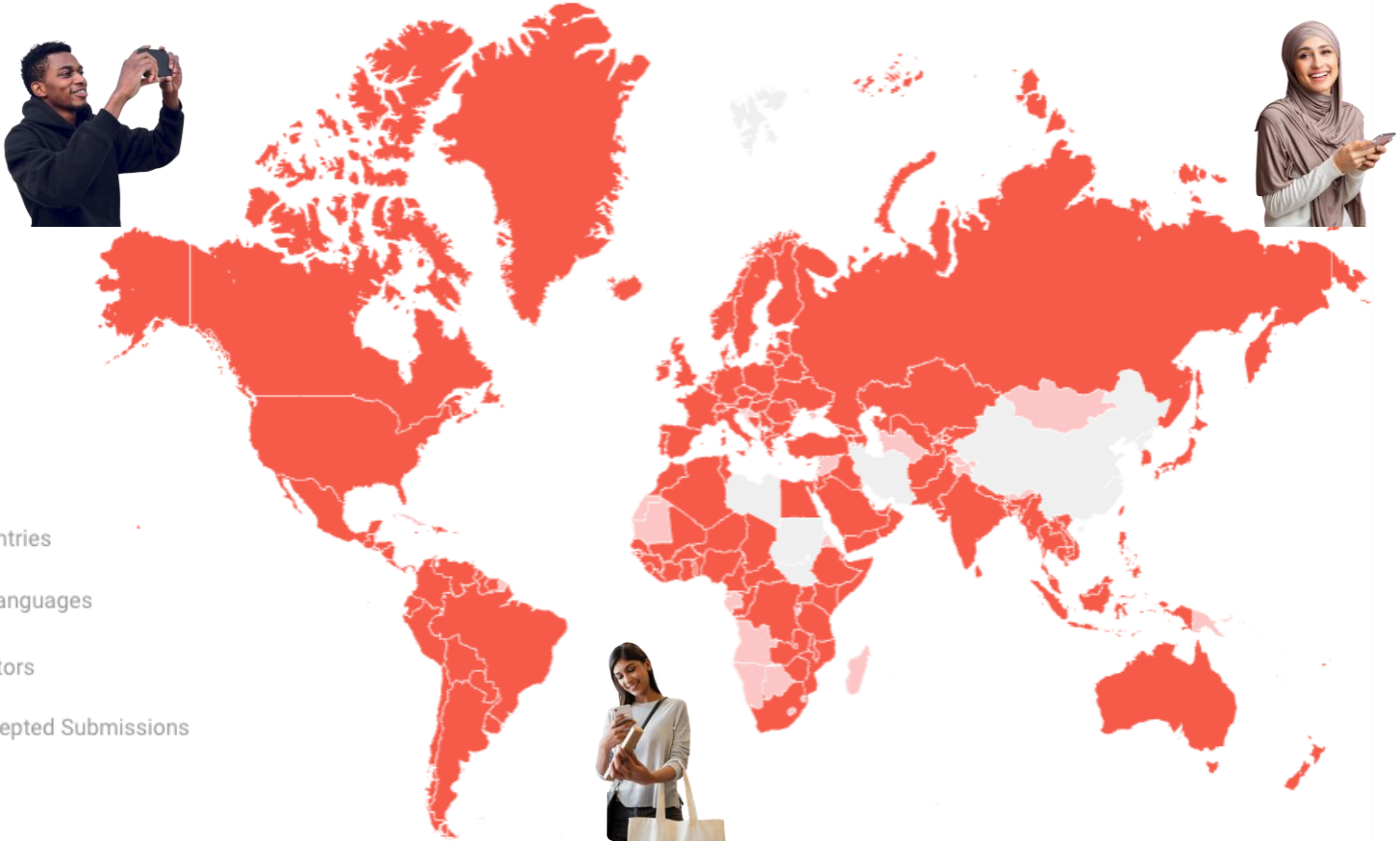
Kimberly-Clark




Heineken


Mondelēz
International


Local Presence, At Global Scale




- Active
- Available
- Limited

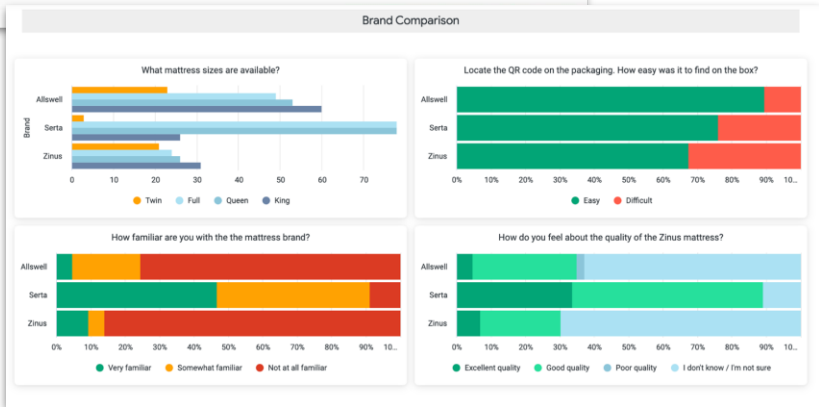
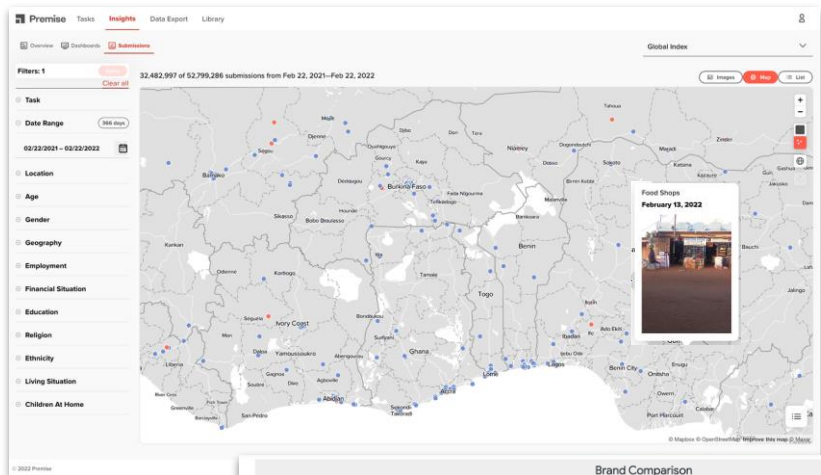
 137 Active Countries

 37 Supported Languages

 4.6M Contributors

 162.4M Accepted Submissions

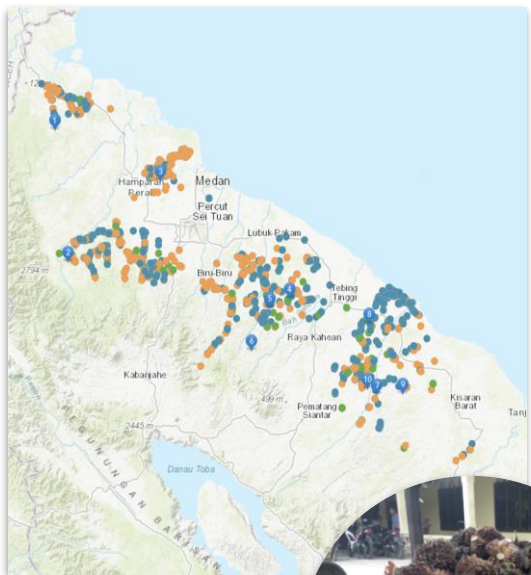
Data & Insights, Delivered.



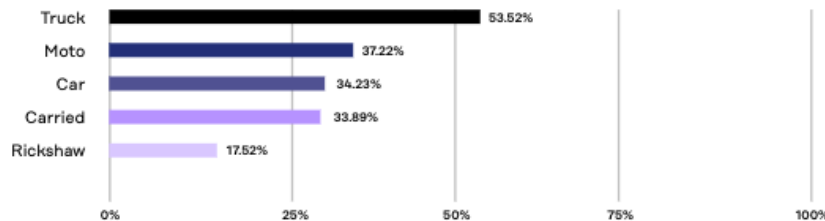
Insights at the Speed of Business



Unilever's First Mile Supply Chain Study



How is the palm fruit being transported away from the collection center?



Consumer Preference Research



78%

More likely to trust

64%

Likelihood to purchase

33%

Actively purchase

The screenshot shows the Unilever website with a blue header. The Unilever logo is on the left. On the right, there are links for 'Unilever Global' and 'Change location'. Below these are navigation links: 'Our company', 'News', 'Brands', 'Planet & Society' (which is highlighted with a white box), 'Suppliers', and 'Careers'. Below the navigation bar is a breadcrumb trail: 'Home > All news stories > Using crowdsourcing for a more transparent palm oil supply chain'. The main headline of the article is 'Using crowdsourcing for a more transparent palm oil supply chain'. Below the headline, it says 'Published: 15/02/2022' and 'Average read time: 4 minutes'. The article text begins with 'With the help of our partner Premise and local smartphone users, we can get a fuller picture of our palm oil supply chain, from plantation to end-product.'

Unilever

Unilever Global [Change location](#)

[Our company](#) [News](#) [Brands](#) [Planet & Society](#) [Suppliers](#) [Careers](#)

[Home](#) > [All news stories](#) > Using crowdsourcing for a more transparent palm oil supply chain

Using crowdsourcing for a more transparent palm oil supply chain

Published: 15/02/2022 [Average read time: 4 minutes](#)

With the help of our partner Premise and local smartphone users, we can get a fuller picture of our palm oil supply chain, from plantation to end-product.

Increased demand on palm oil



40%
of global
vegetable oil

6%
of land used

1 in 5
millennials avoid
products with palm oil

“Avoid palm oil altogether or choose products with the very best sustainability certifications”

- Ethical Consumer



3 billion people in 150 countries

Global Food Security

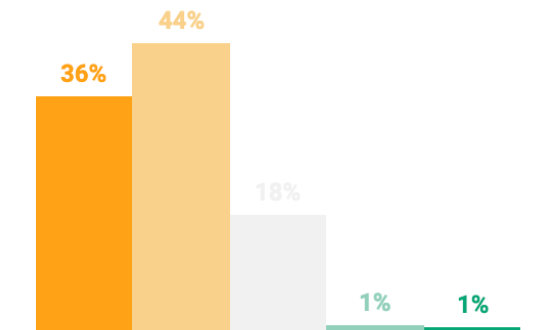


- > In the last week, was the food that your household wanted always available at the places you usually get it from?



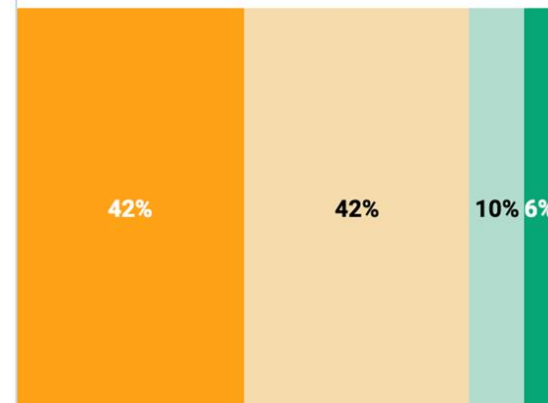
● Yes 67.29%
● No 32.71%

- > In the past one month, how has the price of bread changed in your local market (where you typically purchase food)?



● Large price increase
● Small price increase
● Price has stayed the same
● Small price decrease
● Large price decrease

- > How concerned are you about a potential wheat shortage from Ukraine and/or Russia?



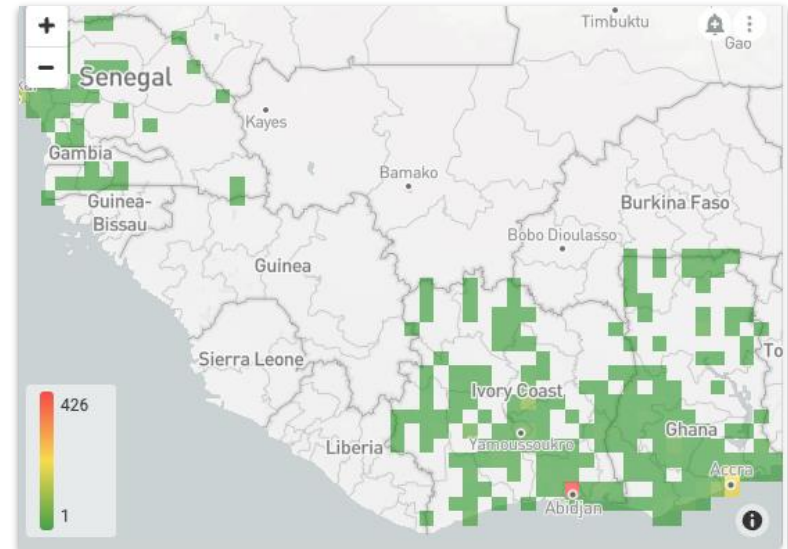
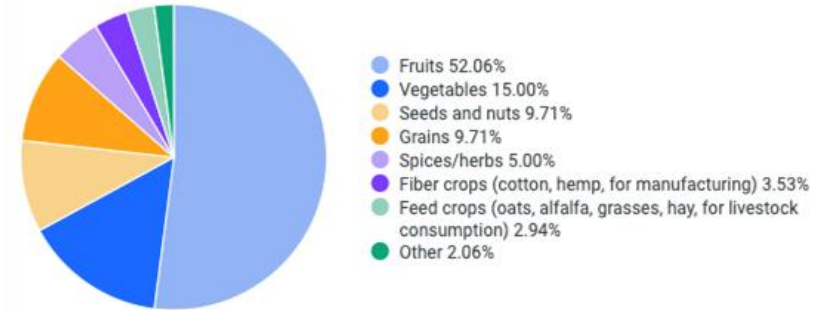
● Very concerned
● Somewhat concerned
● Slightly concerned
● Not concerned at all

Global Food Security

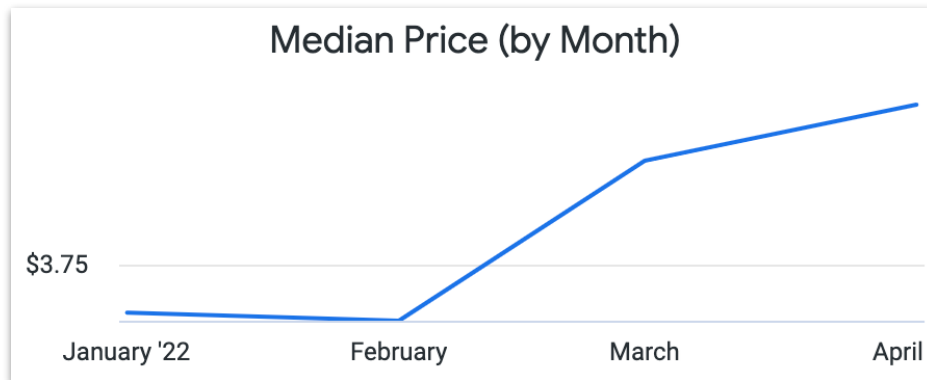


"Innovations that are guided by smallholder farmers, adapted to local circumstances, and sustainable for the economy and environment will be necessary to ensure food security in the future."

- Bill Gates



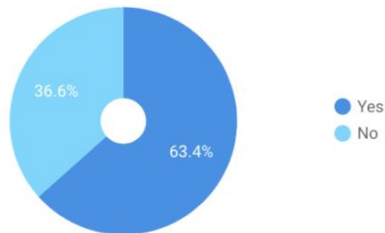
Cost of Living



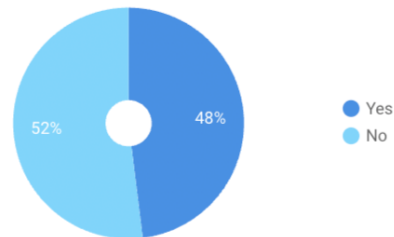
1st December

1st April

Over the past month, have you purchased or attempted to purchase **clothing** and/or **shoes**?



Over the past month, have you purchased or attempted to purchase **clothing** and/or **shoes**?



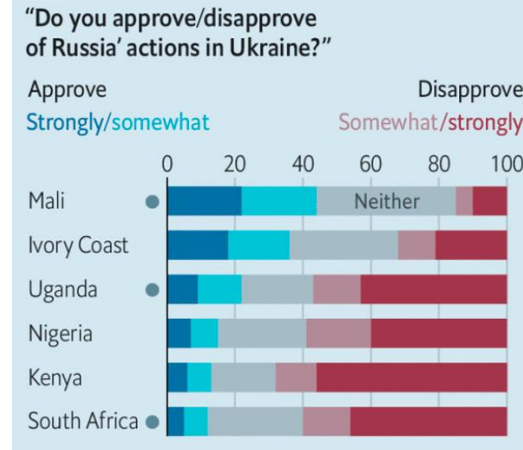
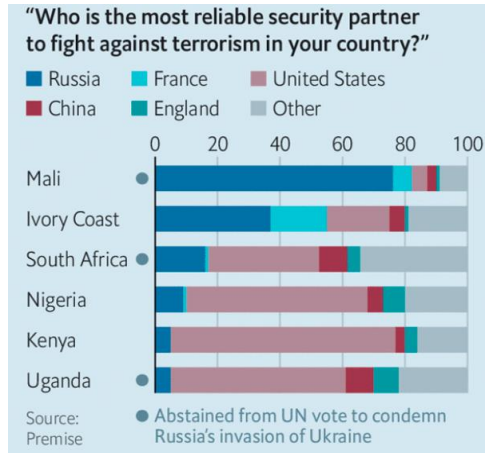
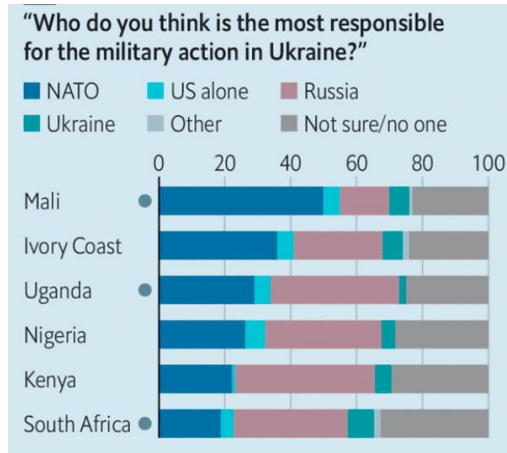
Premise in The Economist



The Economist, March 12, 2022

“Premise provided data and insights to support and inform the editorial content on a bespoke and reactive story that The Economist was looking to run on the sentiment in Africa for the war in Ukraine and towards Russia’s actions.”

The Economist



Insights at the Speed of Business



ABInBev

Mapping Last-Mile Distribution in a Fragmented Market for AB InBev



8,000+
Submissions

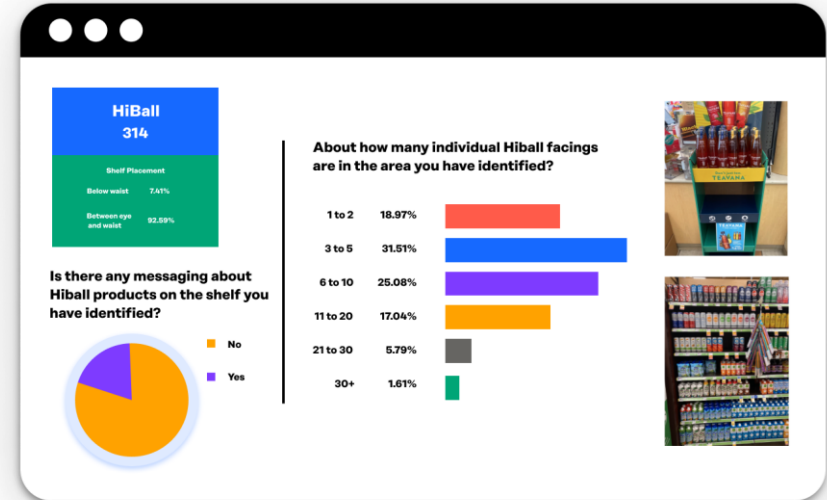
Region	Channel	Locations	Beer Count
SAO PAULO	Bar	489	3,449
BRASILIA	Bar	423	1,023
CURITIBA	Bar	391	1,401
RIBEIRAO PRETO	Bar	375	1,203
SAO PAULO	Restaurant	361	2,522



Measuring AB InBev's FMCG Product Launch In Real Time

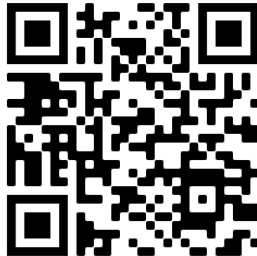


1,100+
US Stores





**Download the Premise App on
your mobile phone (Apple or
Android is cool with us)**



**Have a go and
complete the
Quirk's London Task
and cash out your
reward!**