



**The Hive**  
Online Consumer  
Co-Creation



From Seed Strategy

Dissect and perfect  
ideas with consumers  
in real time.

The Hive connects you with a diverse colony of consumers as they co-create, deliberate and optimize—right from your desktop.

## WHY IT WORKS



### Flexible Design

One part research, one part creative workshop, the Hive offers a unique setting to explore whatever your brand needs to grow—consumer insights, brand perceptions, language and visuals, optimized concepts and beyond.



### Deeper Connections

Over the course of up to 7 days, respondents complete a bevy of daily activities—completing surveys, blogging with one another, posting photos and participating in custom projective exercises, all designed by Seed's consumer behavior experts.



### Exceptional Respondents

Each Hive is custom-recruited for the objectives at hand, resulting in up to 30 geographically dispersed, carefully selected respondents who are creative, insightful and expressive.



### Dedicated Team

Rather than working in isolation, our strategists, creatives and researchers work hand-in-hand with your team throughout the process, analyzing feedback, perfecting concepts and unearthing game-changing insights.



### Real-Time Optimization

Iterative stimuli exposure promotes respondent engagement and rapidly hones concept nuances. Plus, with 24/7 access to the Hive site, your team can observe, process and react to everything that's happening, as it's happening.



### Better Results

Designed to mirror social networking sites, the Hive provides a dynamic social setting that's more comfortable than traditional research environments, resulting in insights that are richer, purer and more reliable.



*Seed Strategy*  
Where clarity grows.®