

# Cultural intelligence

Our travel client needed to identify sustainable trends to drive strategic competitive advantage in their product and messaging development. Traditional market research and 'trend spotting' was failing to distinguish genuine consumer shifts from temporary fluctuations.

## Approach:

Reason Being developed a comprehensive cultural intelligence framework that went beyond standard metrics to analyse patterns in tastes, preferences and behaviours across global markets. We mapped emerging communities and quantified trend trajectories to predict future potential, delivering an action plan for growth into new and emerging areas.

## Outcome:

Clear, actionable intelligence that identified 6 new audience segments, 4 high-potential trends, and a strategic roadmap for capitalising on these growth opportunities – empowering our client to make confident, longer-term investment decisions.

## The work

### Understand shifts in preferences and behaviours



Quantifying the size and growth trajectory of trends within the travel category revealed market potential



5 key cultural territories across diverse markets were identified for future innovation



Tracking cultural shifts revealed a global and local 'social echo' – and what this means for our client's brands



Understanding the drivers of the trends – and those shaping their evolution



Behind the movements: understanding the associated communities and their impact over time



Understanding the impact of the trend on wider behaviours across categories