



Cultural Listening

Predict the market and launch
in-demand products.

What's the Value of a Missed Opportunity?

Companies that fail to innovate risk losing up to 50% of their annual revenue to more agile competitors over a five-year period. - Forrester

Ineffective marketing strategies, including failure to leverage emerging trends, can result in a 10% decrease in marketing ROI. - Gartner

Companies focusing on innovation can achieve growth rates 2-3 times higher than their peers if they are on top of innovation opportunities. - McKinsey



Meet Nichefire



- Turn Unknown “Unknowns” Into Actionable Insight
- Predict the Impact of Trends Before They Happen
- Capitalize on Opportunities Faster and Reduce Risks

The screenshot displays the Nichefire web application interface. At the top, there's a 'Discovery' section with 'Our selection of top trends.' Below this is a grid of 'All Trends' represented by small thumbnail cards. Two specific trend analysis panels are overlaid on the interface:

- AI-Driven Camping Gear:** This panel includes a 'Trend Description' with an image of a tent, a 'Trend Analysis' section with a paragraph of text, and a 'Key Metrics' section with four cards: 'YoY Growth' (73.8%), 'Sentiment' (0.3), 'Trending On' (TikTok & YouTube), and 'Target Audience' (Tech-savvy campers). It also features an 'Interest over Time' line chart and a 'Relevant Sources' list.
- Hot Honey Pizza Topping:** This panel features a 'Trend Summary' with an image of a pizza, a 'Key Metrics' section showing '13.1m' and '+26.71', and an 'Activity Analysis' section with a paragraph of text. It also includes 'Top Themes' and 'Additional Information'.

Loved by Brands Like Yours

"Thanks to Nichefire, we now have a reliable way to keep pace with cultural trends. Their platform's ability to gather and organize data has revolutionized how we approach monitoring culture."

Dan Rucolas | Social Listening & Intelligence Lead

KraftHeinz



"[Our social listening tool] is going to tell us what people are saying today. Nichefire is going to tell us what's emerging that might be trending tomorrow, next week, or next month."

Frank Gregory | Social Intelligence Lead, Nestle



Our Methodology

Data Sources

Social Media

- Twitter/X
- Reddit
- YouTube*
- TikTok
- Forums/Blogs
- Discord*
- Meta (Instagram, Facebook, Threads)*

Web Traffic

- Wikipedia
- 1000+ of web pages

News

- 1000+ publications

Search

- Google
- Bing

Podcasts

- Top 50,000+ podcasts*

Trends Discovery

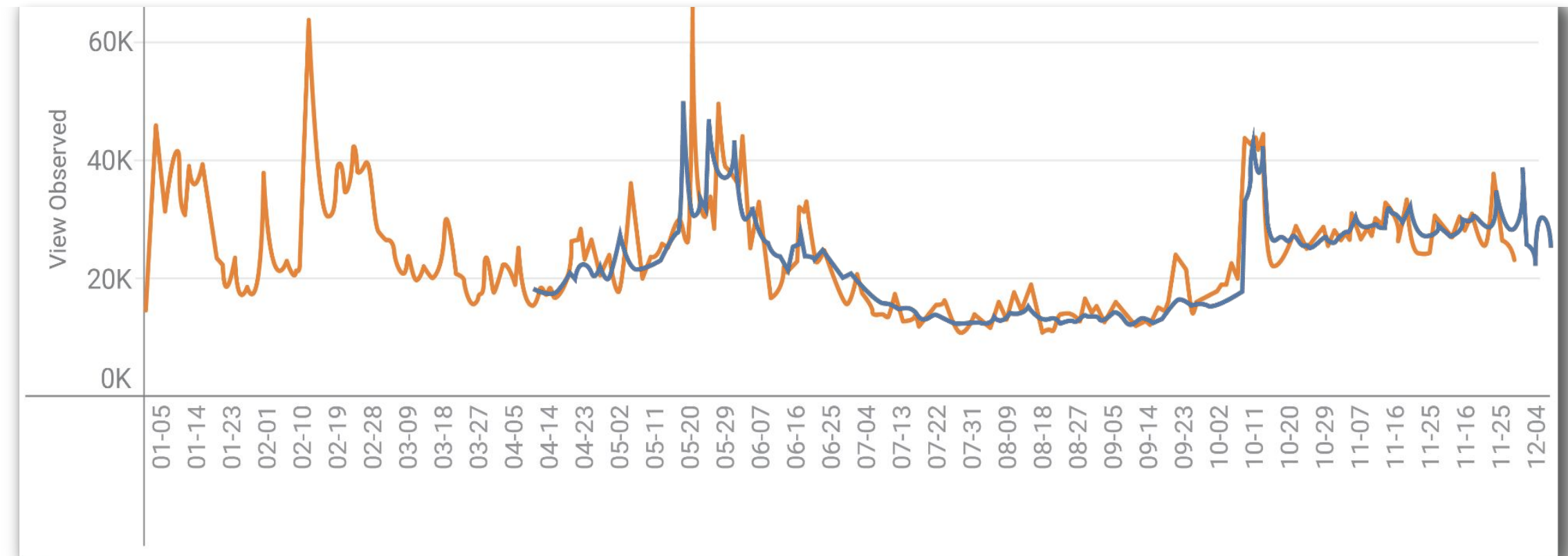
- “We tell you what’s trending.”
- 10,000 foot view of trending topics across 40+ cultural categories
- We tell you the top trends worldwide without looking at multiple channels
- This is where you can stay relevant with the top trending areas across Nichefire’s AI engine of pre trained cultural categories.

Strategic Topics



- “You tell us what topics you are interested in. We tell you what’s trending”
- Use our technology to identify trends around mission critical topics or ideas
- Leverage our AI to identify cultural trends that matter to you!
- Put Nichefire’s AI to work to discover emerging trends faster than a team of Analysts

- Dynamic, multi-platform approach.
- Qualitative + quantitative.
- Accounts for subjectivity.
- Continuously trained.
- Capable for 90%+ accuracy

Predicting Bitcoin Web Traffic



Bitcoin – Web Traffic Trend

 Observed Values  Our Predictions

Nestle Case Study



Identifying innovations for CPGs

Case Study: Nestle

Problem: Identify the impact GLP-1 weight loss drugs may have on consumers' perception of food; what opportunities are there?

Outcome: GLP-1 weight loss drugs sparked a new need for appropriately portioned, low-calorie meals that will also fit this new lifestyle. Inspiring a new product line "Vital Pursuit" - potential for \$150mm in revenue.

Kraft Heinz Case Study



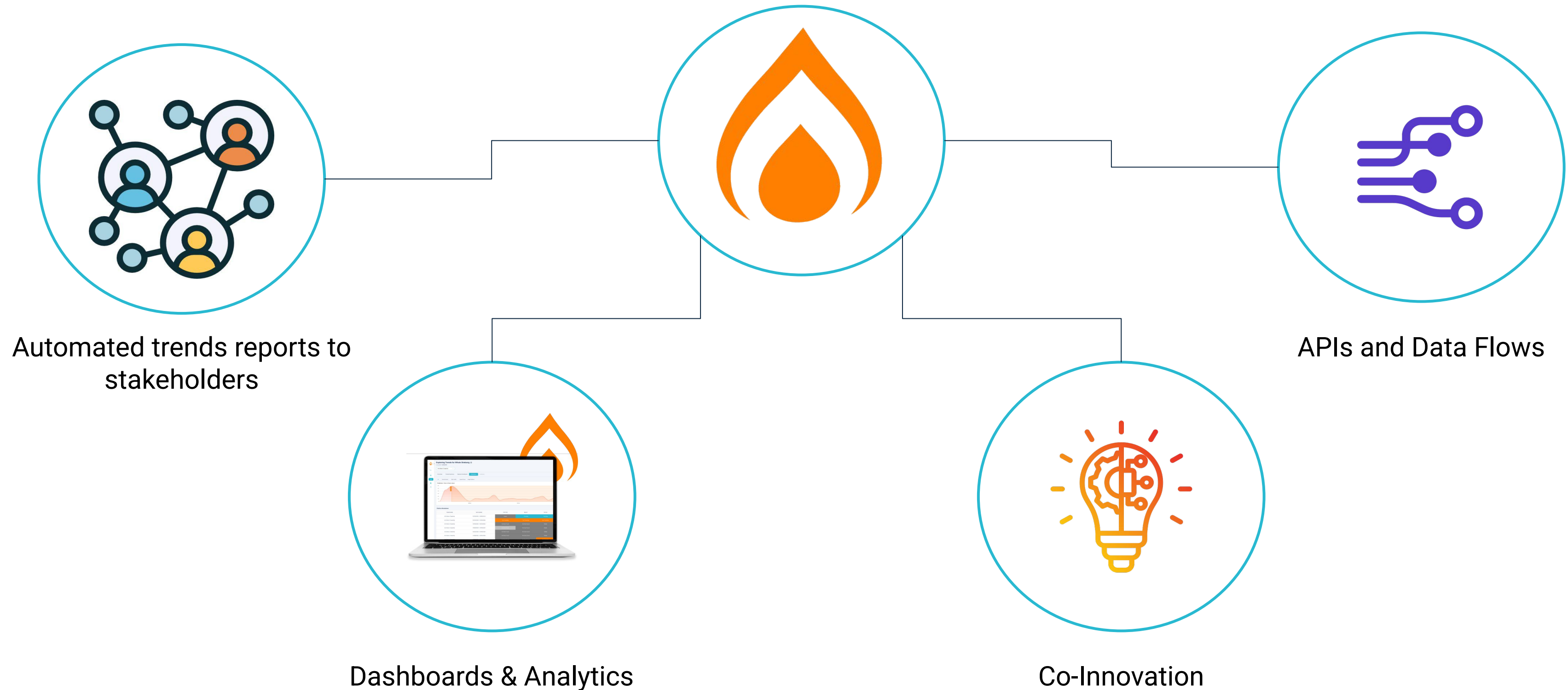
Identifying innovations for CPGs

Case Study: Kraft Heinz

Problem: Identify modern ways Japanese culture is influencing American culture; what opportunities are there?

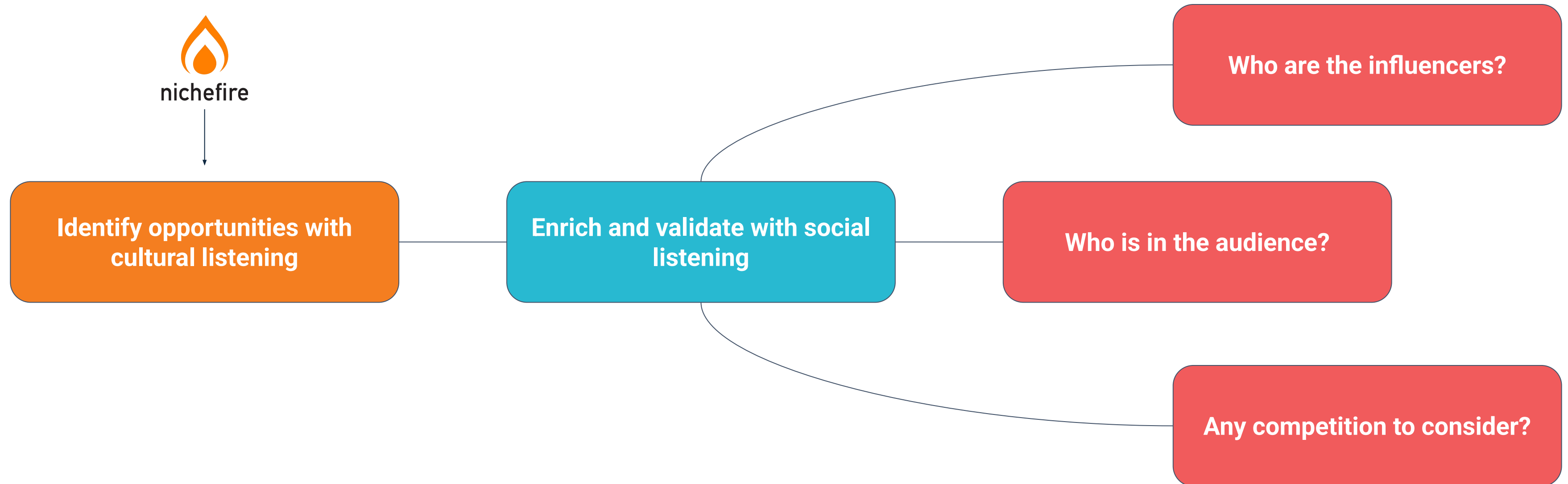
Outcome: Cultural trends, like anime, helped identify new products to take into innovation, like Takoyaki; potential for \$100mm in revenue.

How We Work Together

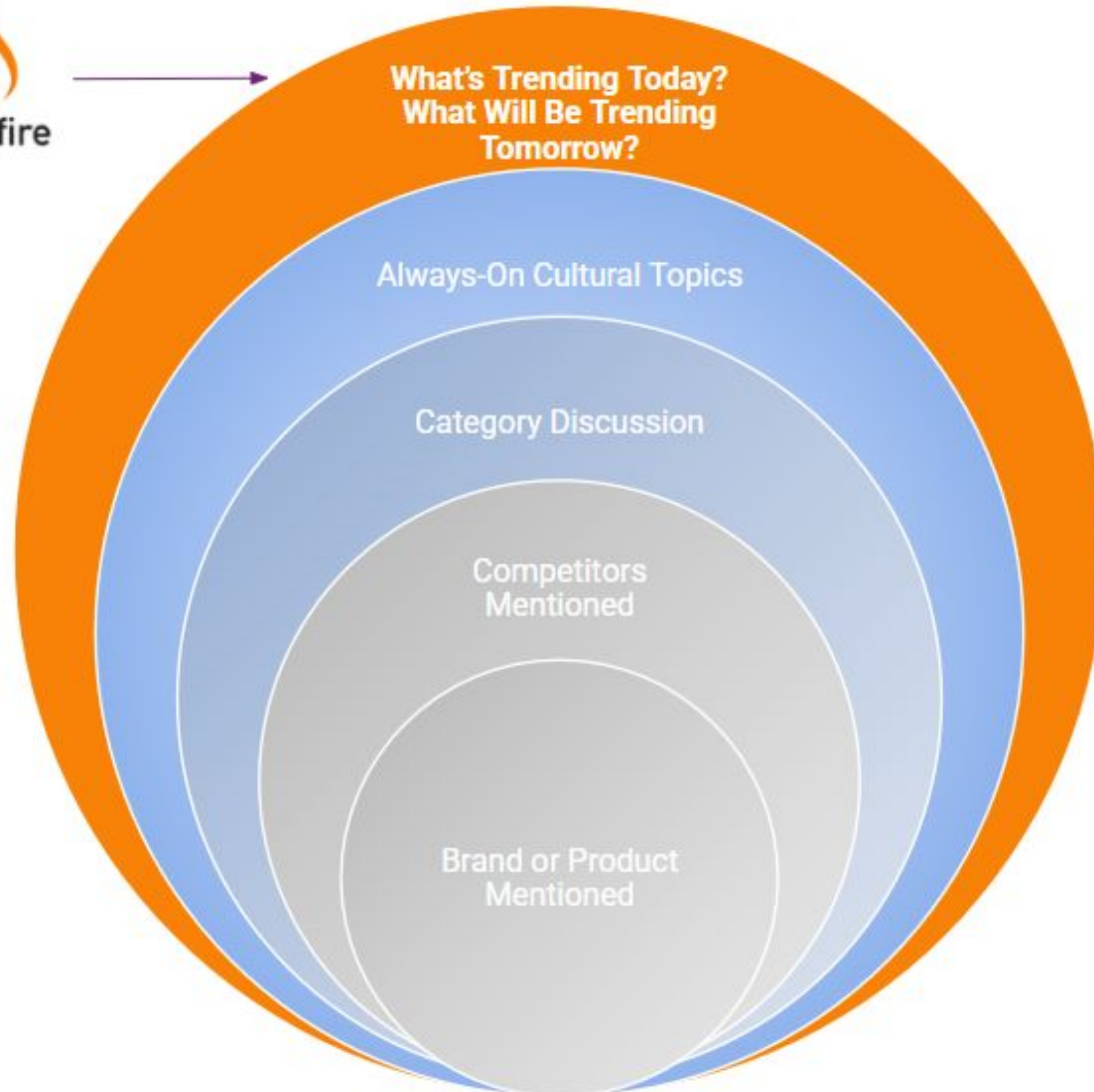


Where Does Cultural Listening Fit?

How cultural listening informs the social intelligence stack



Where Does Cultural Listening Fit?



Brandwatch



sproutsocial



sprinklr

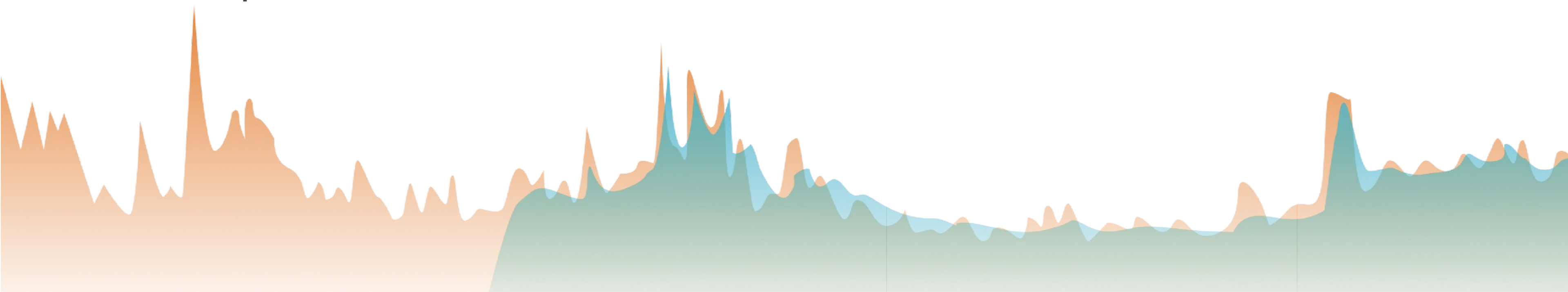
NETBASE
QUID



Meltwater

Next Steps

- Set up discovery and demo call with key stakeholders.
- Workshop and discuss key use cases
- Set up objectives for a proof of concept.



A1
INSIGHTS

nichefire 

SOCIAL MEDIA

Thank You!

