

**“The haunting truth  
is that traditional marketing  
is not working.”**

**– PHILIP KOTLER**

**SOURCE: Alice, Tybout M., and Calkins Tim, eds. Kellogg on Branding.  
Hoboken, New Jersey: John Wiley & Sons, Inc., 2005. ix-ix.**

**“The entire foundation of marketing... is shifting... to a new model, one informed by the simple idea of people looking for things on a search engine.”**

**– JOHN BATTELLE**

**SOURCE: Battelle, John. New York: Penguin Group, 2005. 171-172.**

**MindshareViz**

**For marketers, product developers  
and venture capitalists**

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and venture capitalists

**who are dissatisfied with trend forecasting  
and market research reports**

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**MindshareViz** is a real-time  
trend recognition and visualization tool

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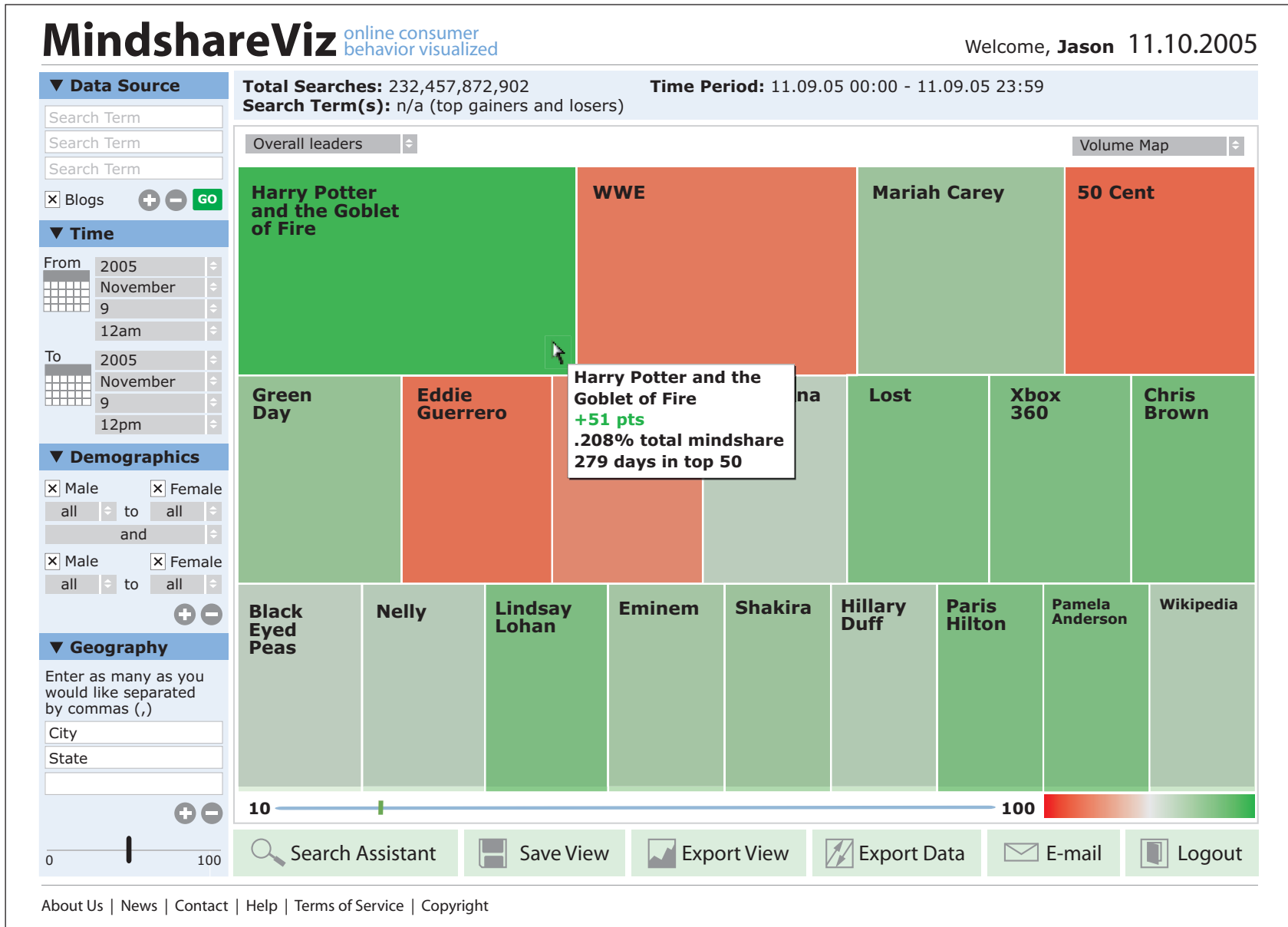
**that reveals consumer intent  
through online search behavior.**

## **MindshareViz**

**makes it possible for firms to leverage insights from online consumer behavior to make decisions on how to spend resources both online and off.**

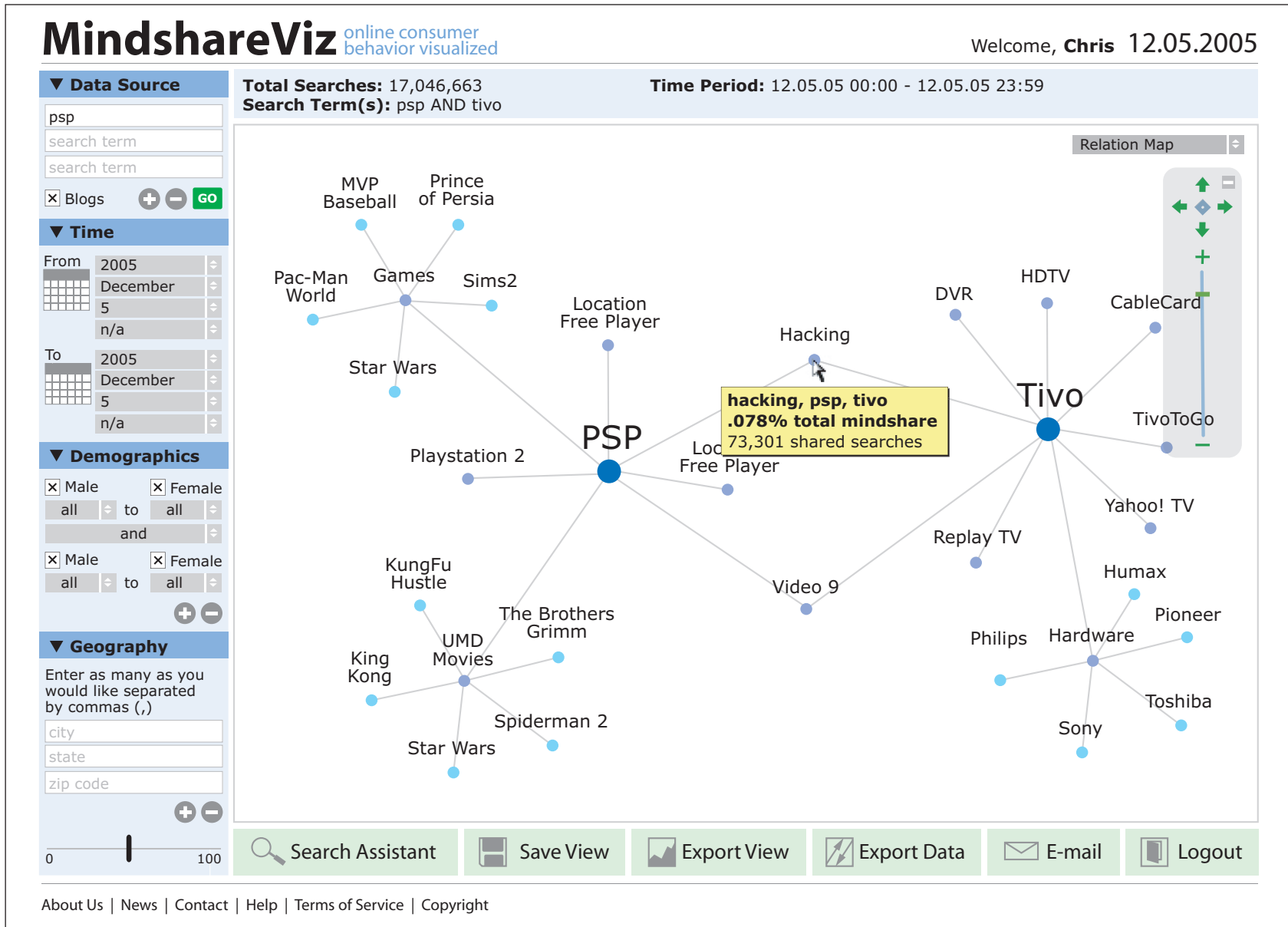
**What are people  
searching for most?**

# What are people searching for most?



**How do their  
interests relate to  
one another?**

# How do their interests relate to one another?



**Geographically,  
where are people when  
they search?**



We would like to make **MindshareViz** a reality. Don't hesitate to contact us.

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