



Cassandra Membership

CASSANDRA

Empowering innovative leaders to think ahead of market trends

The world's most successful and innovative companies choose a Cassandra Membership to continually anticipate and capitalize on key cultural shifts before they happen and drive consistent brand growth. The hallmark of a membership is a 12-month engagement with our Cassandra platform, the leading syndicated study of the behaviors, mindsets, and preferences of young consumers.

Who Benefits

- ▶ Through compelling storytelling, data, and brand implications, this wealth of cultural content reveals consumer insights and trends that stand the test of time and empower clients to create winning strategies that lead to deeper emotional connections, stronger engagement, superior innovation and marketing with youth, and more importantly, brand longevity.
- ▶ Clients across departments that leverage Cassandra include: Consumer Insights, Product, Research and Development, Innovation, Corporate Social Responsibility, Business Development, Marketing, Human Resources, Finance, and C-Suite Executives.

How It Works

We combine the best of our offerings into a beautifully designed package that is easily sharable between teams and departments. Client-exclusive membership perks include:

- ▶ On-demand access to the Cassandra platform with up to 45 accounts
- ▶ Custom onboarding sessions for you and your team
- ▶ Quarterly report webinars
- ▶ Access to thought leadership events
- ▶ Cassandra Minute: our bi-weekly debrief of news and emerging trends
- ▶ Strategy Services and guidance from our Insights and Brand Strategists that will empower your team to See Tomorrow®

Why It's Great

Depth

Immerse your company in our continuously updated knowledge bank of more than 300 macrotrends, 2,000 unique data charts, and actionable brand marketing examples.

Access

Gain access for up to 45 team members to client-exclusive strategy services, webinars, influencer events, and newsletters.

Foresight

Trust our hand-picked community of Trendsetters, which are divided by a variety of passion points (e.g. music, gaming, fashion, politics) and identified by their influential and early-adopting attitudes to help us parse out which key trends are poised to rise.

Support

Let the Cassandra team serve as your partner to interpret the insights, strategies, action items, and case studies that matter most for your business and immediate needs.

Our Winning Formula



Phases	Cultural Analysis	Quantitative Research	Qualitative Research	Trendsetter Community Interviews	Ethnographies	Segmentations
Purpose	We continuously track and predict trends to stay ahead of culture and ensure that we ask the most relevant questions in our quantitative and qualitative research, which ultimately allows us to produce the highest quality insights and brand strategies.	We survey a nationally representative sample of more than 2,000 young consumers and Trendsetters aged 14 to 34 (or 7 to 20 for our Gen Z-focused reports) to unearth a robust range of youth perspectives from across the U.S., UK, and Australia.	We conduct in-depth focus groups and online qualitative studies in key markets throughout the world, asking the timeliest questions in order to provide detailed context in our macro trends.	We consult our proprietary, invite-only Cassandra Community of Trendsetters to ensure that our interviews produce the most forward-thinking POVs available.	We conduct research based on the observed behavior of Trendsetters to paint a more vivid picture of their lives and the motivations that drive them.	We use advanced analytics to divide youth into groups based on shared mindsets and attitudes, as we understand that generations are not monolithic and that different cohorts form around disparate passion points.
Benefit	Members receive the most forward-thinking insights and strategies ahead of their competitors.	Members receive the highest quality info available since we never weight our data and compare Trendsetter findings to that of the general population to better evaluate trends.	Members are able to learn not just what young people are doing but why they are doing it through articulate firsthand accounts from young consumers.	Members gain new insight into the minds of the most influential culture-creators to inform long-term product development and ensure brand longevity.	Members receive high-quality videos, charts, and infographics that add color to data and humanize young consumers.	Members can rapidly identify the segments that matter most to their brand and pinpoint the data and trends most applicable to implement their everyday brand strategy needs on an ongoing basis.

Let us help you See Tomorrow[®]

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