

Get the best of the African consumer

MARKET INTELLIGENCE – INNOVATION – BENCHMARKING

CANADA | NIGERIA | CAMEROON | KENYA | GHANA | TANZANIA | IVORY COAST | MALI | SOUTH AFRICA



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Who we are

- KASI Insight turns **the best of the Africa consumer** into a competitive advantage for leading consumer-facing companies in Africa.
- We are an **award-winning consumer and market intelligence firm** that provides **biometric research** at scale in Africa.
- We **engage, question and learn in real time** from consumers and market participants in over 10 markets in Africa to uncover what they really feel about your product before you launch it. That's how we **give your product launch the best chance of success!**

We specialize in biometric research

Asking questions

When you are looking to ask few questions in Africa, it's easy to find mobile surveys companies that can help you.

Testing visual content

When you are looking to test products (package, print ads or web design); it's harder to do. Few companies have central location testing and can reach your target quickly. We can certainly help you.



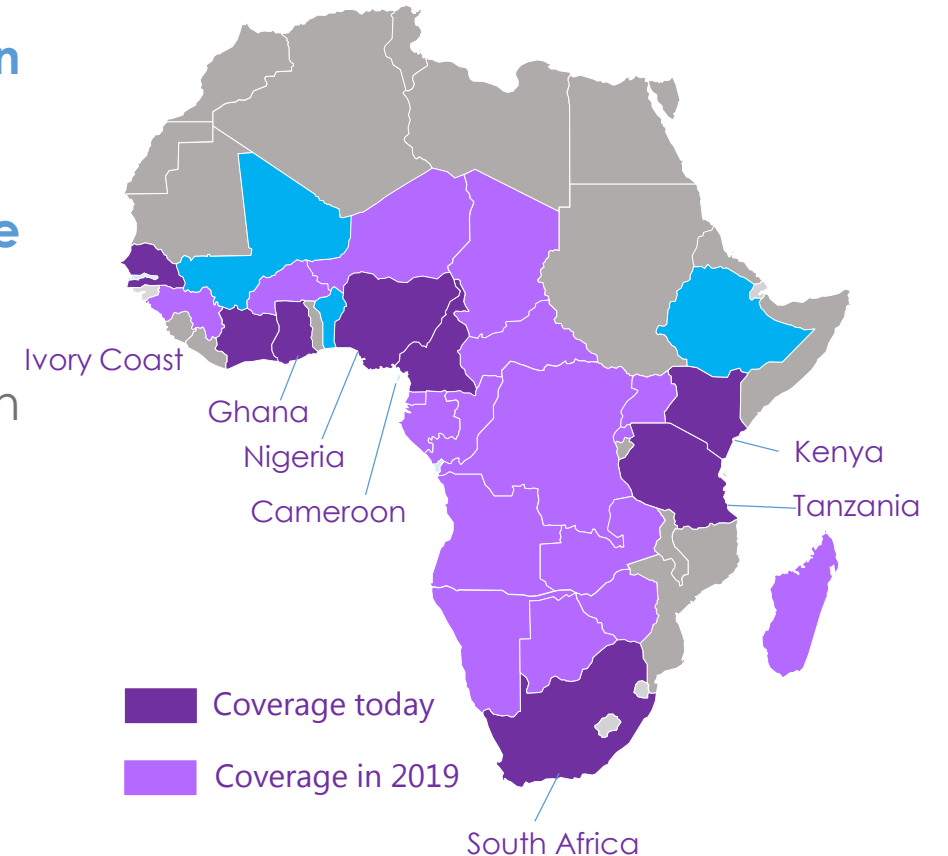
Tracking user reaction to your visual content

When you are looking to get insights from real time users interaction with your product, you are looking for dinosaurs. This is our forte. We combine biometric and survey research to deliver the insights you need to give your product launch the best chance of success.



How we do it?

- We offer **full-screen online surveys capability in 7 countries**. Great for visual content.
- We leverage the latest **artificial intelligence technology** used for biometric research.
- We offer **continuous tracking on the ground** with monthly surveys and consumer data.
- We offer the research method CASI (Computer Assisted Self Interviewing), best suited for **sensitive topics and special populations**



Why biometric research?

Get past the question-answer limitations

- The standard survey approach to human behavior is lacking quantitative & objective data to support or refute claims made.
- What to do with biases, when respondents are unwilling to speak their minds?

Comes biometric research

- An innovative method that measures the subconscious thoughts and feelings (emotion, attention, cognition and physiological arousal) of a respondent.
- Eye tracking is an AI based technology that tracks the movement of the eyes using a eye tracking device or a webcam and produces quantitative measures of attention, intention to buy and engagement.

Giving your product launch the best chance of success with biometric research

Standard product launch testing

- Respondents are presented with the product and ask to answer questions (verbally or written)
- The answers provided by the respondent may not be genuine – maybe he is rushing or feel the pressure of the researcher
- The results or insights may not be reliable in fact

95% of product launch fail.

Product launch testing using biometric research

- In addition to the standard approach, the respondent is presented with the product on a full screen
- Using Eye tracking technology, you can track the movement of his eye and measure how much attention and time the respondent gives to your product.
- Running the experiment with several users will provide far more reliable insights

KASI Design

The KASI Design practice is leveraging the latest visual and eye tracking technology to help our clients perform packaging, logo and advertising design optimization to save money.

Market Intelligence

Innovation

Consumer Indices

- Uncovering **valuable consumer insights** is critical to lead your market
- **95% of product launch failure** can be attributed to bad packaging & advertising
- Packaging & advertising are powerful because they tell customers why your **product and brand are different**



Packaging insights

Will your new packaging stand out on the store shelves and increase sales?



Print/Billboard design

Is your ad attractive and engaging? Are customers seeing your brand?



App usability insights

Are users navigating your app with ease? Do they pay attention to key messages?



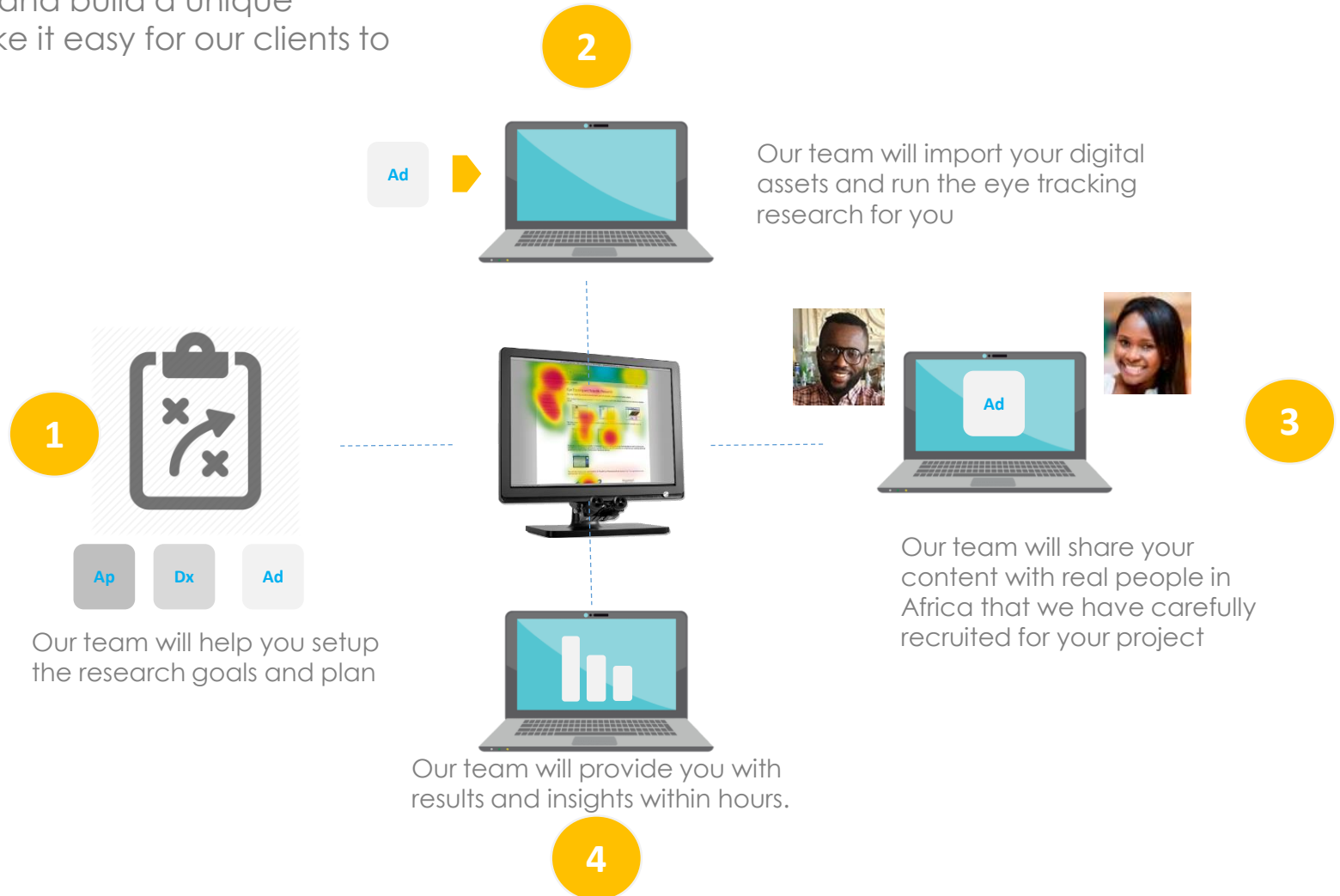
How it works?

We leverage innovative AI technologies and build a unique expertise in eye tracking research to make it easy for our clients to innovate in seven markets in Africa.

Market Intelligence

Innovation

Consumer Indices



Past projects

Market Intelligence

Innovation

Consumer Indices

Achievements

Industry	Mandate
Banking & Insurance	▪ Eye tracking and virtual shopping project for K&C new diaper package design in South Africa (2018)
Retail	▪ Eye tracking and package design project for a cosmetic company in Kenya (2017)
FMCG	▪ Virtual interviews for a FMCG in South Africa (2017)

They've worked with us:



Innovation

CASE STUDY PRINT AD



Lee vs Levis Print Ads

Objective:

Testing two denim jean company's print advertisements to find out:

1. COMPARISON: How do the print advertisements perform compared to one another?
2. BRAND IDENTITY: Do respondents notice the brand logos?

Methodology:

A two cell experiment, where one cell was exposed to the Lee print advertisement and the other cell was exposed to the Levi print advertisement. Prior to being exposed to the advertisements, respondents were prompted with "Imagine you were flipping through a magazine and landed on this print advertisement, please view it as you normally would."

Approach:

- Each advertisement was viewed by 100 participants providing at least 30 usable sessions.
- The advertisements were in view for 10 seconds.
- We targeted urban dwellers in Africa between the ages of 18-40.
- Throughout the experiment respondent's gaze was tracked.

Executive Summary

The logo on the Lee advertisements was seen by 20% more respondents, 3 times longer and in half the time than the logo on the Levi advertisement.

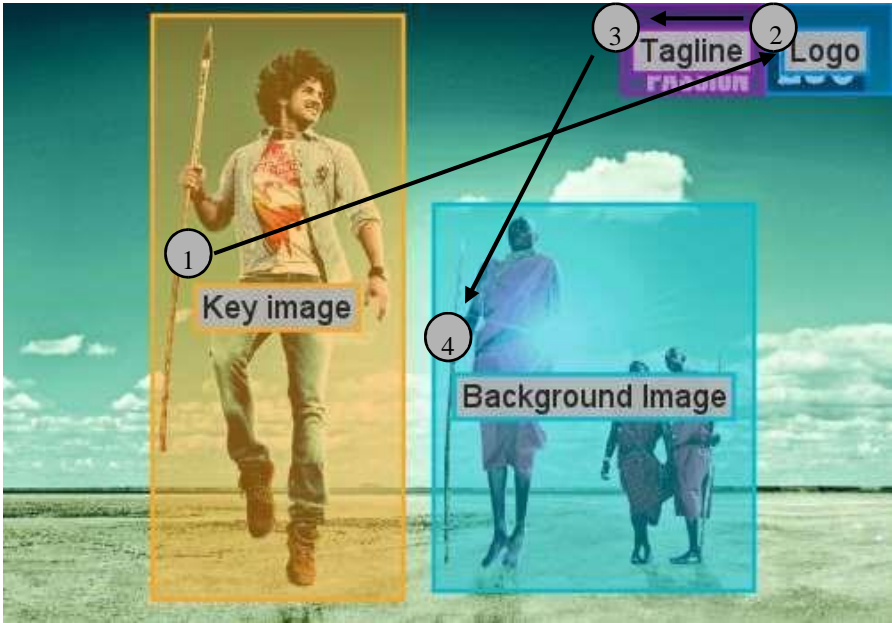
Respondents viewing the Levi advertisement were highly engaged with the key message that read "I will not sit home collecting dust". This is likely because it is in the center of the advertisement and the first point of fixation for most respondents.

Since the Lee key message was in the upper right hand corner of the advertisement it was missed by one-third of the respondents. Of those respondents that did engage with it they only spent 0.2 seconds viewing it. The key message on the Levi advertisement was engaged with for 10 times longer than this.

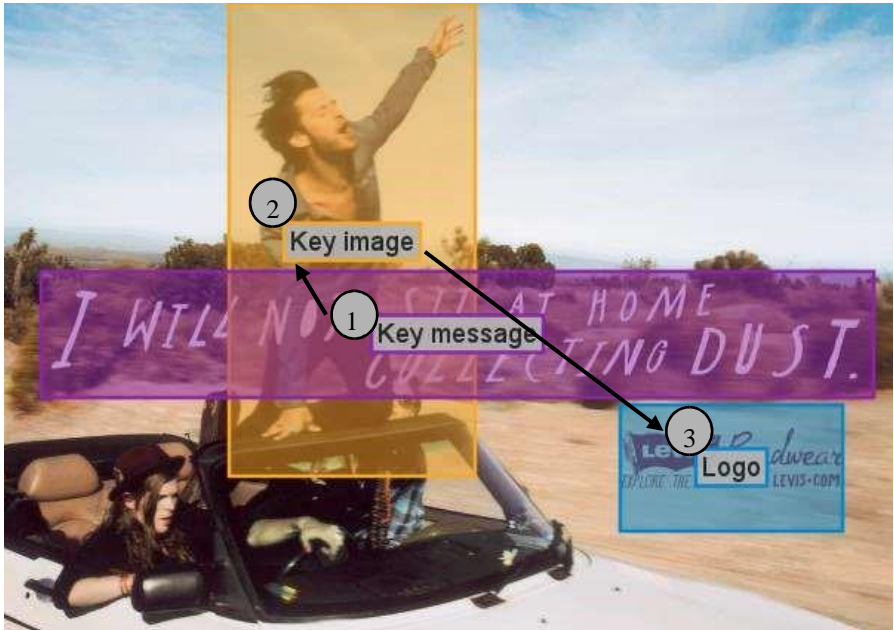
*****Please note: This is an example report and is not based on actual research or data.***

Area of Interest

Lee vs Levis



	Percent Seen	Time On	Time To	Reading Order
Key Image	100%	1.6s	0.1s	1
Logo	80%	1.5s	0.8s	2
Tagline	67%	0.2s	1.8s	3
Background Image	100%	1.3s	2s	4



	Percent Seen	Time On	Time To	Reading Order
Key Message	100%	2s	0.4s	1
Key Image	100%	1.5s	0.8s	2
Logo	67%	0.5s	1.6s	3



Visual Engagement Maps – Heat Map

Lee vs Levis



Visual Engagement Maps – Opacity Map

Lee vs Levis



Our team



Yannick Lefang, B.Eng, PRM

10+ years of experience in banking (Tech, Treasury, Risk management) with the world largest banks, Professional Risk Manager (PRM)



Dr. Harnet Bokrezion, MBA

19+ years of experience in Africa including socio-economic economic development & surveying, market entry strategy, and business consulting



Dr. Edwin Weinstein, PhD

30+ years of experience in studies in financial services for both private and public sector clients. Developed and run over 600 studies for the world's largest banks

Trudi Makhaya, MBA

Independent economist, business strategist and writer. 5+ years of experience in management consulting and corporate board role in Africa



Martin Onzere, B.Eng

Martin is an engineer by training and brings 9 years of experience in Africa working on telcos infrastructure setup.



Carole Gilbert, Legal

Carole has broad knowledge corporate and commercial law and banking and finance. She provides valuable legal counsel to our team as part of the Norton Fullbright innovation practice.



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“

The KASI Insight team completed a very important project for the COP22 conference on climate change with a tight deadline. The project involved a survey of 1200 millennial in 22 countries in Africa within 2 weeks. When I saw the report and insights, my reaction was: WOW this is brilliant!

“

Louise Robinson MD CG Consulting



KENYA BANKING SECTOR ASSESSMENT 2017–2022

“

The KASI Insight team completed a very important market assessment project on the Kenya banking sector. We were impressed by the quality and speed of the project. We will definitely use KASI for our next project and won't hesitate to recommend the team.

“

Senior Decision Support Officer
Commercial International Bank (CIB)

CONTACT US

KASI Insight is an award-winning consumer research, data analytics and advisory firm focusing on Africa. We solve problems that present challenges for most firms doing business in Africa – lack of fresh local market data, slow project turnarounds, and a need for contextual insight and innovative research methods.

KASI Insight is a member of the World association for opinion and market research (ESOMAR). KASI Insight abides by the ESOMAR CODE and ESOMAR World Research Guidelines standards.

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