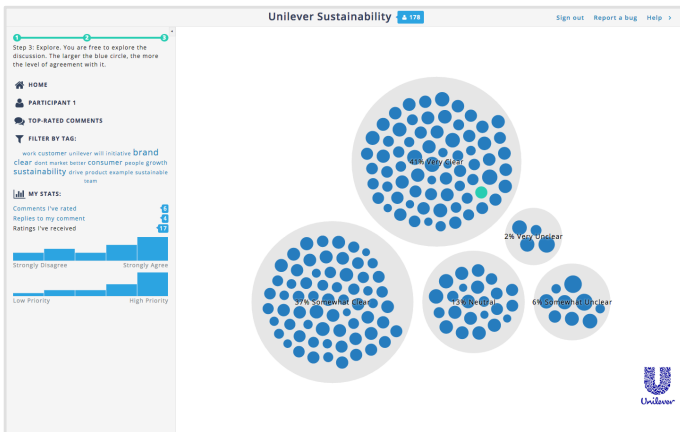


Case Study: Unilever Sustainability



BACKGROUND

Unilever wanted to tap into the collective intelligence of its Customer Development and Marketing teams on how the Unilever Sustainable Living Plan could help increase brand growth and deliver business objectives.

WHY CROWDSCOPE?

The project required hundreds of employees to take part in an ongoing discussion over several weeks. Participants were sampled across work levels and from different geographical regions, so any face-to-face research would not be possible. Unilever wanted to engage its people

in the discussion as well as collect some robust metrics to track progress. They also wanted to gather and analyse people's input in a more insightful and sophisticated way. Conversations needed to be easy to navigate due to the number of individual comments made by participants.

OUTCOMES

The conversations were represented through an engaging interactive visualisation, with Crowdscope equally distributing comments to all participants for evaluation. The automated output revealed the top comments and themes resonating within the community in real-time.

Results were presented at the Change Leaders Conference. A number of the findings have been incorporated into Unilever's sustainability strategy, improving communication and the realisation of its Sustainable Living Plan for individual brands.

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