



## Unspoken Insights: Easter May 2019



What really happens over the Easter holiday weekend and how can your brand earn a larger share of Easter/shopping basket? Rather than ask consumers, Tinybeans used **machine learning** to analyze over a million moments and give brands a front row seat typically reserved for the Easter bunny. The **Unspoken Insights** Easter Report includes unique insights and strategic implications to help brands capitalize on a holiday that has more opportunity than most realize.

### **About Unspoken Insights**

Tinybeans has developed a new offering using the best in machine learning techniques, with the ability to aggregate insights identified across **200 million unique first-party data points**. (All data remains private and will NEVER be shared, thus keeping any personal identifiable data proprietary.) This capability, of analyzing millions of anonymized data points using machine learning, identifies key insights across behavioral patterns, consumer choices and category/brand affinities.

*Source: Tinybeans Insights Lab, May 2019; All research and insights owned by Tinybeans.*



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### Research Objectives

- What is the story of Easter and how does it come to life for families?
- What are parents including in a child's Easter basket?
- What are the events and traditions surrounding the Easter holiday?
- Where does candy and other similar products fit in the Easter basket/celebrations?

### Benefits of Unspoken Insights

- Invite you into the home of families over the Easter holiday
- Decode the behavior of the millennial consumer to further understand their parenting mindset
- Unlock further incremental opportunities around Easter

### Methodology

- Two-pronged approach
- Unspoken insights on Easter moments on Tinybeans platform
  - Easter 2018 + 2019
  - 1.4 million+ photos and captions
- Quantitative online study to further probe visual findings
  - April 22-29, 2019
  - 155 completed surveys

### Findings

- Four key seasonal trends surrounding Spring's largest seasonal holiday
- Data-based insight and findings surrounding each trend
- Strategic implications and recommendations on how brands can leverage each trend

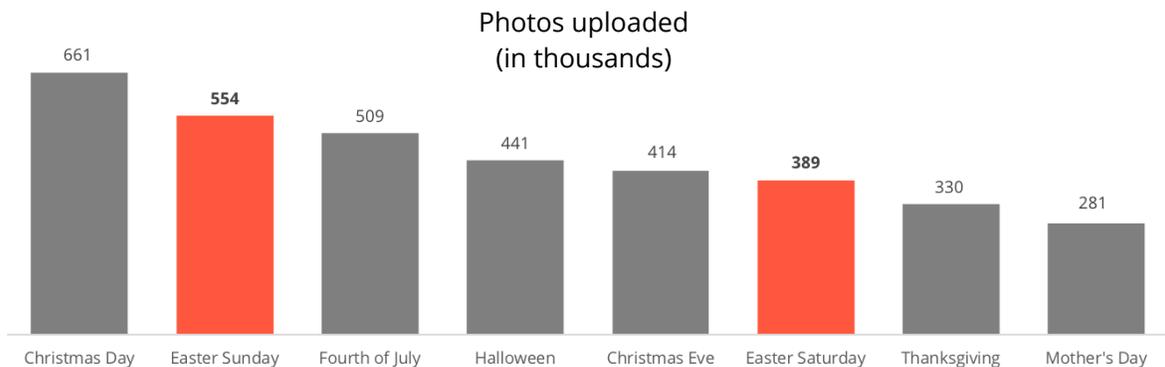
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### Sample

- Easter is the most photographed holiday, after Christmas
- How can your brand get in the photo?



### Other Tinybeans Insights Lab opportunities

- Unspoken Insights custom study
- Consumer journey mapping
- Rapid response in-app polling
- Creative/message testing
- Recruitment for surveys, focus groups, etc.

For more information or to purchase the full Easter report, please contact Grady Edelstein, Head of Brand Partnerships at [grady@tinybeans.com](mailto:grady@tinybeans.com).