Introducing —

Social Signals

Canada's First National Insights Study that Takes the Emotional Pulse on How Canadians are *Feeling*

Social media is the zeitgeist of our time. It's how people have come to express themselves. But it's also a research tool — one that uncovers true emotions and sentiments, unvarnished and honest. With *Social Signals*, we tap those emotions in Canada's first social and digital media research study, to discover what Canadians are really thinking and feeling. We invite you to join us, as a sponsor, in this landmark study.

It's an emotional time in the world. COVID, healthcare, the Monarchy, politics, the climate crisis, back-to-office struggles, the economy, and other life-meaning issues, not to mention that daily question: *what's for dinner*? It's enough to test our coping mechanisms, or drive us to social media for an impulsive and impassioned Tweet, commentary, or social sparring session. Impusive perhaps, but truth of emotion? Definitely.

Unlike traditional research, with *Social Signals*, we don't prescribe the topics. Instead, consumers tell us what's on their minds, which is the most organic, revealing, and honest of all.

To partner in this study, or for more information, please contact:

Bourke Marrison
416-788-2232
bourke@zeitgeistai.ca

Sonny Wong
604-880-3758
sonny@zeitgeistai.ca

Powered by: **zeitgeistAI**

Social Signals — Raw, unfiltered, **insightful**

Social Signals will uncover what Canadians are truly thinking and, most importantly, **feeling** about issues that are important to them. As marketers know, emotions drive almost everything we do, even if illogical. Using our patented and proprietary capabilities, zeitgeistAI is conducting the first-of-its-kind detailed analysis of the topics most frequently discussed by Canadians, with an emotional overlay that's truly revealing. The Social Signals research study in a nutshell:

Survey period:	Jun 20 - Oct 23
Datapoints:	300,000+
Sources:	Twitter, Reddit, Canada news sites
Methodology:	zeitgeistAI's patented and proprietary AI/NLP technology

What Social Signals will uncover:

- Specific topics and their relative volumes, including the detailed language behind social and digital discussions, and how Canadians are feeling about these top-of-mind issues

- 'Social understanding' based on our unique ability to delve deeper into the topics of the day providing not only the nuances of the language but also the sentiment intensity attached to the language and, perhaps most importantly, how it evolves, ebbs and flows over time. This revolutionary approach goes beyond the 'social listening' offered by other platforms.

What we will deliver to you, our sponsor:

- A comprehensive analysis of the discussions, comments and insights shared by Canadians online and on social media platforms

- Acknowledgement as a sponsor in all press releases and communications related to Social Signals

- Advance copy of results and interpretation of findings for your use any way you see fit

Your investment to participate in this ground-breaking study: **CAD$12,500**

Only a limited number of sponsors will be accepted for Social Signals.

Who We Are:

zeitgeistAI is a new and revolutionary tool for marketers, decision-makers, policymakers, brands, or anyone else who seeks to quickly, accurately and deeply understand the millions of potentially powerful insights contained in the universe of user-generated content both online and beyond. We are a Canadian marketing-technology company that seeks to disrupt the current approach to understanding the qualitative aspects of user-generated content to provide our clients with stronger, more actionable insights to aid their business success. We use a patented and entirely unique approach to understanding language and sentiment delivering insights that have never before been possible.