

Springleap extends creative insights division

Following the creation of Springleap's creative insights division in January 2015, the company has announced the launch of its Creative Insights Platform...

Providing access to on-the-ground feedback, the platform serves as a centralised online portal to help track what is shaping consumers, brands and agencies. To meet the needs of pan-African marketers and campaigns, the platform has also gone live with beta content in Kenya, Ghana and Nigeria.

Content categories

- Case Studies, featuring below- and above-the-line brand campaigns categorised by media channel and product category. Case studies hosted on the platform outline the execution tactics, main messaging, as well as strengths and weaknesses of each campaign.
- Influences, featuring all the local personalities, websites, media outlets and social media accounts driving conversation.
- Events, including all sponsored and unsponsored sporting, music, cultural, culinary and other popular events that are trending. It includes information on who attended, how the event was rolled out and what brands participated.
- On the Minds of Creatives, a showcase of big picture trends, industry shifts and technological advances as they relate to the local market.
- Local Imagery, a repository of visual landmarks, cultural scenes, hotspots and emerging photographers.

All content on the Creative Insights Platform has been crowdsourced and curated by the platform's network of more than 22,000 African creatives. Springleap's Head of Research, Remon Geyser says they expect to add 100 new pieces of content every month.

For more information, go to www.trends.springleap.com.