

Iconoculture and Collective Intellect Announce Partnership to Provide Marketers With More Comprehensive, Cost-Effective Consumer Insights

Companies Join Forces to Provide a Robust, Integrated View of the Consumer

Minneapolis and Boulder, Co. (2/18/09) – **Iconoculture**, the leading cultural trend research company, and **Collective Intellect**, the leading provider of real-time market intelligence through advanced digital-media analytics technologies, today announced a partnership that focuses on bringing the marketplace one big step closer to the most comprehensive, cost-effective consumer insights available.

This partnership combines the breadth and depth of Iconoculture's expertise on current and emerging consumer trends with Collective Intellect's powerful analytics capabilities for mining social media. Together, the companies are working closely on a solution that will provide the industry's first fully integrated view of the consumer, helping brands and businesses develop actionable ideas for growth.

In the coming weeks, Iconoculture and Collective Intellect will unveil a service featuring a series of reports — on such topics as the economic crisis and its impact on consumer spending habits, green moms, current healthcare and recession concerns, food and beverage trends, and more — that will combine Iconoculture's observational content and **IconoCommunities**(SM) findings with Collective Intellect's analysis of a wide variety of social media. This partnership gives marketers instant access to powerful, cost-effective insights that depict a more comprehensive view of the consumer, versus dated insights processes that require marketers to gather data from multiple costly sources.

"In this current economic environment, it's more important than ever for marketers to have access to robust yet cost-effective consumer insights," said Dan Frawley, CEO of Iconoculture. "This partnership provides our clients with an integrated solution for understanding what's happening with consumers worldwide, why it's happening and where it's heading. Companies need that inside knowledge in order to develop products, services and messages that are relevant to consumers — who in today's market are smarter and are changing faster than ever."

"The rise of social media has presented marketers with new challenges, but also new opportunities for connecting with consumers," said Don Springer, CEO of Collective Intellect. "With the exponential growth in user-generated content, it's more important than ever for marketers to listen to what consumers are saying and doing. By combining our social media services with Iconoculture's values-based observational content and expert analysis, we've created a solution that puts fresh, real-time insights into the hands of marketers on a continual basis."

About Iconoculture

Iconoculture, a cultural trend research company, is the voice of cultural trends, illuminating not only what's important to consumers worldwide, but also why it's happening and where it's heading. In order for companies to seize opportunities for developing products, services and messages, they need the inside story that's driving consumer behaviors and cultural trends. Iconoculture's perspective provides more actionable ideas to Fortune 1000 corporations and agencies, enabling companies to become warriors for their brands. In 2007, *Inc.* magazine ranked Iconoculture as one of the fastest-growing private companies in the nation. For more information, contact Iconoculture at 1-866-377-0087 or visit us at www.iconoculture.com.

About Collective Intellect

Collective Intellect is the next generation in market intelligence, offering the most advanced real-time analytics technologies available. Collective Intellect helps clients extract valuable insights from the vast volume of consumer-related digital communications. Collective Intellect works with a wide array of Fortune 500 companies to deliver market intelligence faster, more cost effectively, and with better data purity than any other method. Collective Intellect's proprietary artificial intelligence solution analyzes unstructured data to uncover what consumers really feel about brands, products, campaigns, categories, companies, brands, messaging, issues or any topic of importance. Founded in 2005, Collective Intellect is headquartered in Boulder, CO. For more information, please visit www.collectiveintellect.com. SOURCE Iconoculture