

halo.

The promotional risk specialists

Introducing Insights+

WHAT IS OCR INSIGHTS?

OCR insights is an insights package able to be added to any promotion requiring proof of purchase via receipt. Rather than waste valuable data being submitted as part of any claim tied to purchase, analyse the data and gain business intelligence insights.

WHY INSIGHTS+ ?

Combined Insights

Combine customer, promotion and purchase data and gain insights such as retailer breakdown, dates/times, locations, total spend, and products purchased as well as having an overview of the source data.

Interactive Dashboard

We give you an interactive dashboard allowing you to ask the questions you want to know the answers to.

Save Money

Rather than duplicate efforts between promotions and consumer research, combine them and draw insights from the activity you are already running saving time, effort and money.



WHY HALO?

Credibility

We work globally with leading agencies and brands to understand their big promotional ideas, and then take the risk out.

Expertise

A mix of senior agency and risk management enable us to help you create campaigns that work.

Security

We are owned by Village Roadshow, a \$500 million Australian plc who are leaders in Cinema, Theme Parks, Film & Tv production, Rewards.

MARS
SAMSUNG

PEPSICO
Unilever

Expertise

Agility

Value

Security

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