

Strategic partnership: Big Blue Banyan (3B) acquires minority stake in EmozoLabs;



Ontario, Waterloo, Jun 10, 2021 ([IssueWire.com](https://www.issuewire.com)) - **Strategic partnership: Big Blue Banyan (3B) acquires a minority stake in EmozoLabs; the partnership will allow clients to leverage Next-gen System1 thinking delivered thru state-of-the-art AI-enabled Research platforms.**

The partnership will enhance consulting and delivery capabilities, provide clients with access to DIY platforms and accelerate the design of new Implicit research products with deep intuitive interfaces catering ably to ever-evolving market needs.

❓ Brands will benefit from this partnership as it will allow them to collect rich customer feedback on their NPD and Brand Strategy efforts (including refining communication, content, and design assets) in intuitive and effective ways.

❓ 3B is the premier provider of Implicit System 1 and traditional System2, brand, advertising, content, and CX &UX research services to global brands.

❓ Emozo's SaaS AI platform integrated with System1 products helps brands go beyond traditional data analytics and really delve into customers' hearts and minds to understand key drivers for decision-making.

Singapore and Waterloo, ON, Canada – Big Blue Banyan and Emozo Labs have announced a strategic

partnership aimed at further strengthening technology and platform-powered System1 research services for the global clientele. As part of this partnership, Big Blue Banyan (3B) has signed a definitive agreement to acquire a minority stake in Emozo.

Bringing together decades of domain expertise, market leadership with the power of Predictive Analytics and Artificial Intelligence, the partnership is designed to harness the combined strengths of the two companies to boost brand strategy, brand communication, content creation, and product design efforts. “We were on the lookout for a suitable tech partner with advanced AI capabilities, who could complement our Research, Project Delivery, and Product R&D needs with their tech products and platforms. Our search comes to an end with this partnership. Emozo’s portfolio of products is exceptional and we look forward to working with them to create and bring even more products to life. It is certainly a win-win for our clients and for both our entities”, said Deepak Singh, MD & CEO at Big Blue Banyan (3B Singapore & 3B India).

The partnership holds special promise not only for established and evolving brands across industries in the FMCG, Media/Entertainment, Automotivespaces but also for digital agencies and software companies relying on digital assets to create winning experiences for their users. Emozo’s DIY research platform allows quick, hassle-free set-up. Users can gather feedback remotely, from respondents located anywhere in the world, with its partners’ panels of curated respondents. “We are really excited to welcome Deepak and 3B into our family and to bring our combined solution offering to clients all over the world, as they continually seek new, more innovative ways to improve their understanding of their end customers”, said Indranil Mukherjee, President of Emozo Labs, Inc.

About Emozo: Emozo Labs (www.emozo.ai) leverages the powers of AI to enable deep intuitive research at scale and with speed. Built to support iterative design-development processes, Emozo’s flagship offering is a fully secure SaaS platform. Emozo’s proprietary ACE framework triangulates data on Appeal, Commitment, and Engagement to help clients understand how customers feel about brands, content, and experiences.

About Big Blue Banyan (3B): 3B (www.bigbluebanyan.com) is a premier provider of System1 research and consulting services. With ‘client delight’ and ‘implicit and deeply intuitive next-gen research approaches’ at the core of all projects, 3B delivers outstanding results to clients, the world over.

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