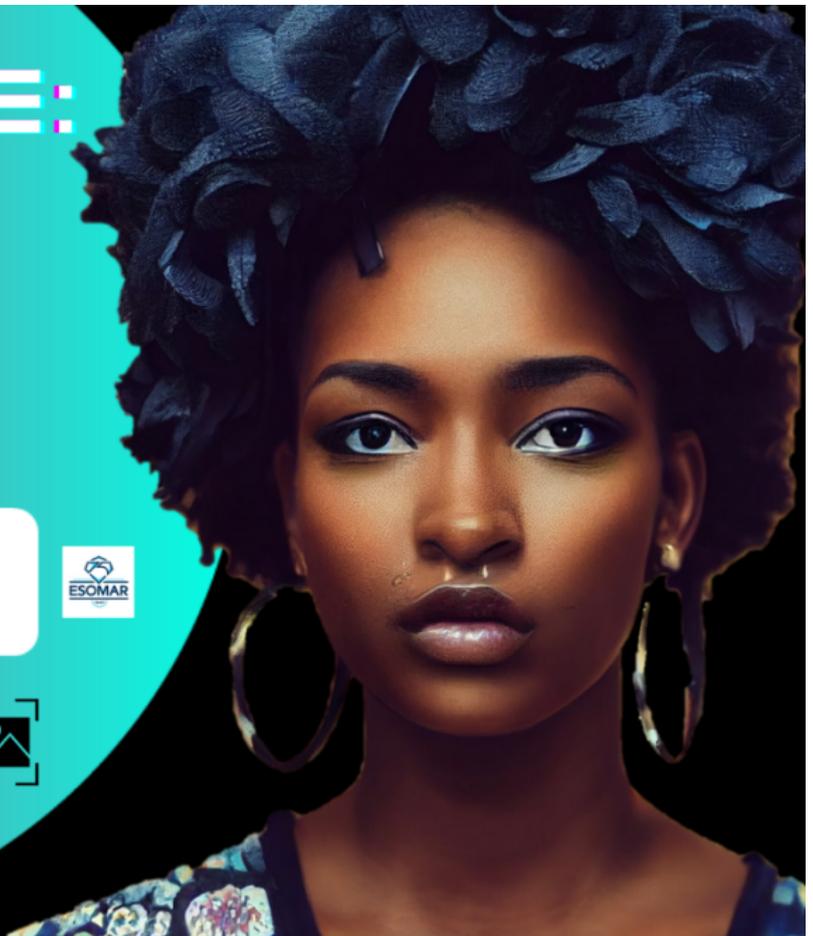


## Hello Ara launches #Explore an award winning 360° AI based methodology to help brands engage future users

Brands that have core users that are mostly older than 30 can easily lose their relevance over time, and fail to be aspirational to a new generation of users. #Explore was created to help brands take the right actions to stay relevant.



**#EXPLORE:**  
Understanding  
future brand  
users

@Esomar 2022 Best  
Paper Winner



*"To be relevant to me, a brand needs to be in line with the current happenings. It has to have unique designs and the product also has to be unique and known. The advertising has to be creative and to the point."  
18-24 year old consumer*



Eastern Cape, South Africa Oct 11, 2022 ([IssueWire.com](http://IssueWire.com)) - Hello Ara, a specialist Conversational AI and Open Data research company, has launched #Explore an award-winning AI-based methodology designed to help brands engage future users. The methodology combines multiple types of AI (Image,

Audio, and Text) with traditional research techniques to robustly and creatively provide a deep understanding of this important audience and practical actions on how to be more relevant and aspirational.

Karlien Kriegler, Co-Founder of Hello Ara explains that "#Explore utilizes a persona-based chatbot, Kia, to hold deep conversations with 18-24 social media users. During these conversations, Kia also gathers the handles of the influencers that the respondents follow, with a focus on TikTok. The TikTok videos are then downloaded and then multiple AI techniques, including audio analytics, and speech and image analysis are used to identify successful and category-specific communication opportunities and patterns. It's as though TikTok shines a light on how this young audience expects to be communicated to. However, despite the use of AI, we ensure human understanding is still at the heart of the analysis."

The #Explore methodology won best paper 2022 at the recent Esomar Congress Conference held in Toronto.

<http://www.helloara.io>

<https://esomar.org/newsroom/esomar-announces-annual-award-winners-at-congress-in-toronto>



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