



WHAT IS RELATIVE INSIGHT?

Relative Insight objectively and comparatively analyses how brands, competitors and consumers use language to communicate, delivering the results as data that clearly illustrates how language is resonating with and/or perceived by audiences - both internally and externally.

COMPANY BACKGROUND

- Founded: 2012
- Founders: James Walkerdine and Phil Greenwood
- Executive team: Ben Hookway (CEO), James Walkerdine (COO), Phil Greenwood (CTO), Rich Wilson (CMO)
- Headquarters: Lancaster, United Kingdom
- Product launch: 2014
- Funding: Raised additional investment in 2014 with EV Group
- Website: www.relativeinsight.com

THE RELATIVE INSIGHT STORY

Relative Insight stems from more than 10 years of research, with a team of university researchers working to develop the sophisticated technology at Lancaster University. The team, including co-founders James Walkerdine and Phil Greenwood, initially used the advanced language analysis technology in conjunction with law enforcement in multiple countries to determine, for example, if an online user is a 12-year-old girl or a 55-year-old man imitating a 12-year-old girl. In 2012, Relative Insight developed its commercial entity and began working with brands and agencies to provide them with verified, objective evidence on the word choices they are making- and the words their customers use to talk about the brand- to determine how both external and internal audiences perceive that language. Ben Hookway joined the company as its CEO in 2012 and the company raised additional funding in 2014 with EV Group, at which point Rich Wilson joined as CMO.

HOW RELATIVE INSIGHT WORKS

Relative Insight's language analysis service complements existing brand monitoring tools- which typically share limited information beyond positive, negative and neutral tone- by providing a deep and broad look at the effectiveness of the language used by both a brand and its consumers. It delivers hard data on the language a brand is using to describe itself and how consumers are perceiving that language and speaking about the brand in response. The insights delivered enable brands to adjust their language across all channels to better reach their target audiences, with a goal to build stronger emotional connections between the brand and its consumers and ultimately positively impact sales.

