Generate Suite

Generate Suite is a powerful tool designed for marketing agencies, integrating advanced consumer and cultural insights from Nextatlas. It features tools like persona generation, ingredient discovery, innovation scouting, and sentiment analysis to streamline workflows.

Who's Nextatlas

Nextatlas is an advanced trend forecasting platform that **leverages artificial intelligence and big data analytics to provide real-time insights into emerging trends and consumer behaviors.** By analyzing social media data and other digital sources, Nextatlas identifies and **predicts future cultural and consumer trends,** helping businesses and marketers stay ahead of the curve and **make informed strategic decisions.** Their tools are trusted in the industry for delivering reliable and **actionable insights across various sectors.**

Why Generate Suite

We developed Generate Suite to address the specific challenges faced by marketing agencies in today's fast-paced and data-driven landscape.

Marketing professionals often need to quickly respond to tenders, accurately scope out briefs, and conduct extensive research, which can be both time-consuming and costly.

Generate Suite was created to streamline these processes by providing powerful, AI-driven tools that deliver actionable insights effortlessly, and works in any language.

Quickly gather and analyze relevant data, allowing **for faster decision-making.**
Create **detailed consumer personas** from real social media profiles.
Discover **novel ingredients and innovations** across various sectors.
Stay updated on the **latest trends** and **consumer sentiments.**

Who's Using Generate

Our goal with Generate Suite is to empower marketing agencies of all sizes to operate more efficiently, reduce costs, and ultimately deliver better results for their clients by leveraging cutting-edge technology and data insights.

I actually ended up spending one morning

Kim Townend, Social Media Strategist on Using Generate Suite for Strategic Success
Youtube

Get in Touch

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GENERATE
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Generate Suite

Generate Suite is a generative AI service that includes
a set of AI agents for market research, consumer insights and
cross industry marketing research.

Objectives

What to ask? You can explore the current and future direction of sectors, topics, products and trends, develop consumer personas, discover the future of your product, service, the ingredient that alla consumers will want, gauge their sentiment and be always up to date with innovation

How we do it

1

Provide a **question in natural language** (in any language) to chat, create consumer personas, discover the latest innovations in any sector or the consumer sentiment. Or select options from a dropdown for the ingredients discovery

2

Leveraging the power of Generative Ai and the Nextatlas Engine, Generate provides **comprehensive responses to your inquiries through AI-generated text, precise data,** and enlightening **case studies** specifically related to the research topic

3
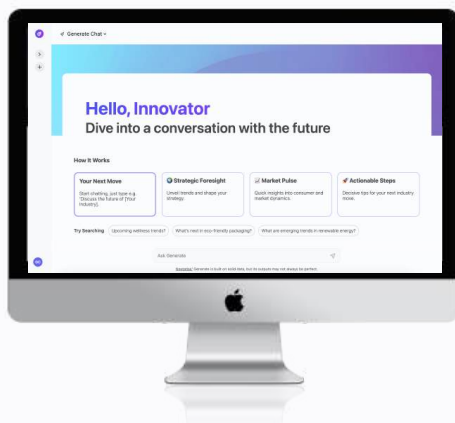
Generate data are constantly updated to allow **real-time research. Your search history is always there and you can drill down on previous queries whenever you want**

Natural Language Responses **Powered by GPT-4o**

AI-Powered Case Finder for Worldwide Business Cases

Answers Based on **Nextatlas Engine and Data**

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Generate Suite

Generate Suite comes with affordable monthly and yearly plans, users can cancel anytime and start with a 3-day trial to explore all features.
Trusted by Agencies and Brand all over the world.

Monthly plans

Free
€0
3 Days

To try the potential of Generate

- ✓ Generate Chat + beta GenAI Agents
- ✓ 15 Credits
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

Base
€99
Per user/month, Billed monthly

Ideal for Freelancers

- ✓ 100 Credits + 50 Credits Bonus First Month
- ✓ Generate Chat
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

MOST POPULAR
Advanced
€149
Per user/month, Billed monthly

For Deeper Researches

- ✓ 2 GenAI Agents of your Choice
- ✓ 150 Credits
- ✓ Generate Chat
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

Pro
€199
Per user/month, Billed monthly

Great for Every-Day Use

- ✓ 4 GenAI Agents of your Choice
- ✓ 200 Credits
- ✓ Generate Chat
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

Annual plans

Free
€0
3 Days

To try the potential of Generate

- ✓ Generate Chat + beta GenAI Agents
- ✓ 15 Credits
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

Base
€83
Per user/month, Billed at €996 per year

Ideal for Freelancers

- ✓ 100 Credits + 50 Credits Bonus First Month
- ✓ Generate Chat
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

MOST POPULAR
Advanced
€125
Per user/month, Billed at €1500 per year

For Deeper Researches

- ✓ 2 GenAI Agents of your Choice
- ✓ 150 Credits
- ✓ Generate Chat
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

Pro
€167
Per user/month, Billed at €2000 per year

Great for Every-Day Use

- ✓ 4 GenAI Agents of your Choice
- ✓ 200 Credits
- ✓ Generate Chat
- ✓ AI-Powered Case Finder
- ✓ Data sourced from Nextatlas Engine
- ✓ Powered by Gpt-4

Generate Chat

Generate Chat helps you uncover future trends related to your area of interest. It allows you to explore future trajectories, relevant concepts, and case studies.

How to get started

In the tab on the left, you can access your previous queries with this agent.

What to ask? You can explore the current and future direction of sectors, topics, products and trends. The wider your inquiry, the more comprehensively the answer will encompass diverse aspects.

Type your query or explore the suggested ones.
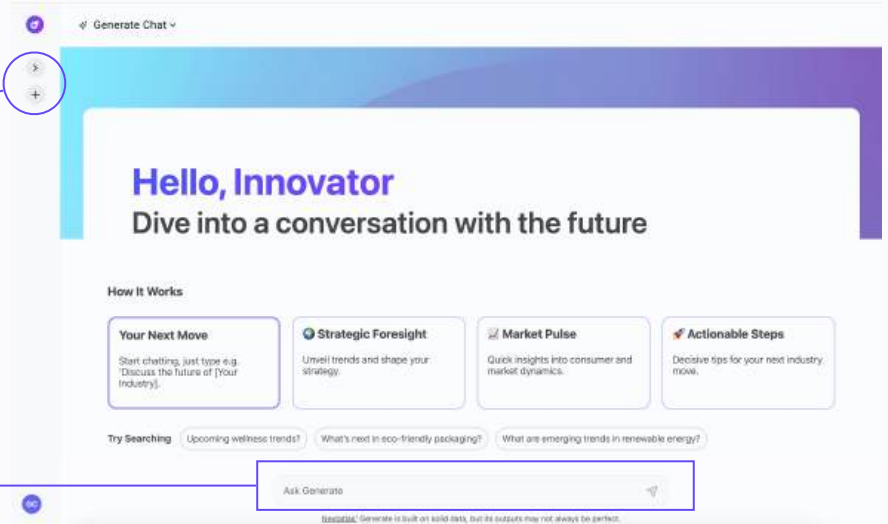
How to explore

Generate Chat will produce a response that integrates trends, insights, and facts from the Nextatlas platform, along with external case studies and news.

Read and explore the response, hover over the references to see a preview of the related elements and click on a specific reference to delve deeper into specific topics.

Deep Delve in trends. If you have selected a trend or insight from Nextatlas, a new screen will appear on the right. Scroll through this screen to view detailed information about the concept, target audience, and places, along with many other details.

Check what's happening, the text incorporate external references about new products or regulations emerging in the sector.

Save your query for future reference, you can copy the text or download a presentation in .pdf or .ppt format for further use. In any case, your conversations are automatically saved in your account.
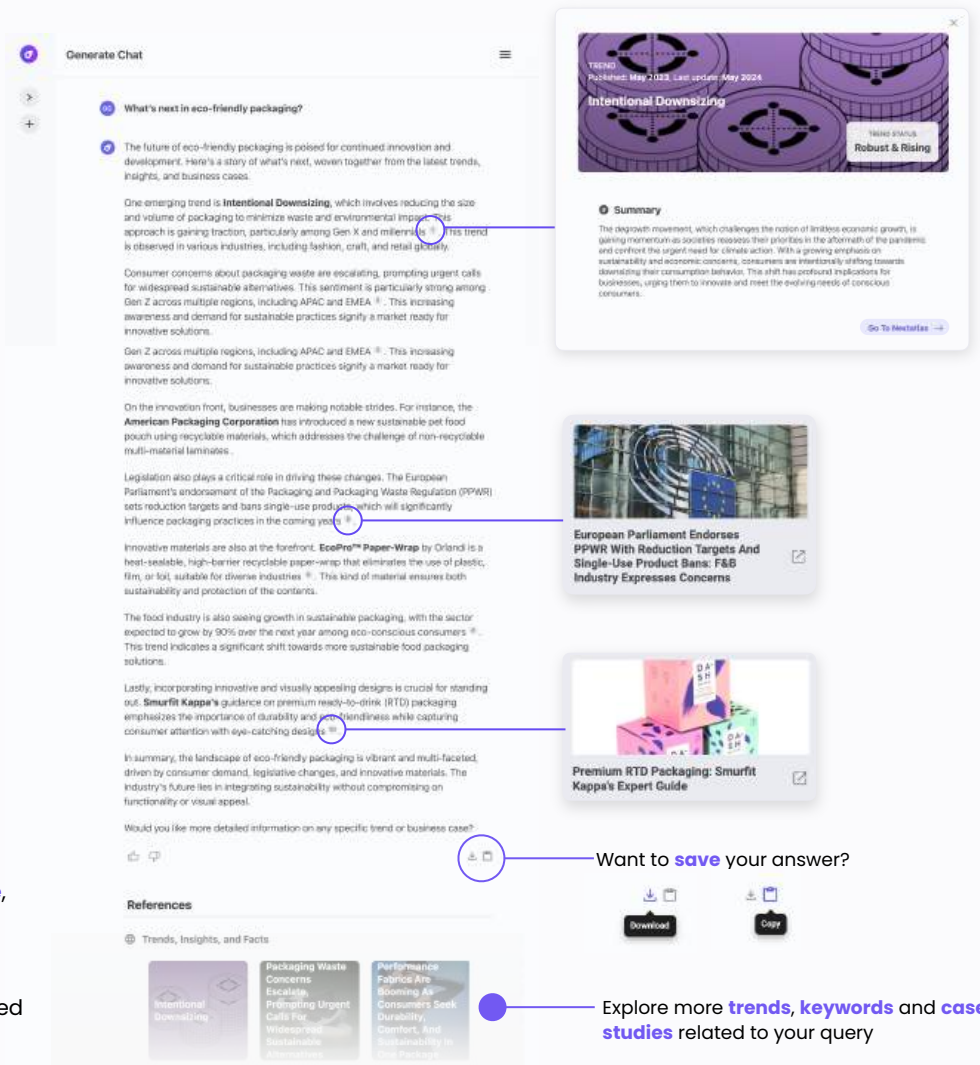
Want to **save** your answer?

Explore more **trends**, **keywords** and **case studies** related to your query

Persona Generator Agent

The Persona Generator Agent crafts detailed personas, providing key insights into their preferences and needs. It allows users to explore these personas in-depth, including their values, hobbies, challenges, and aspirations, and offers interactive conversations for further information.
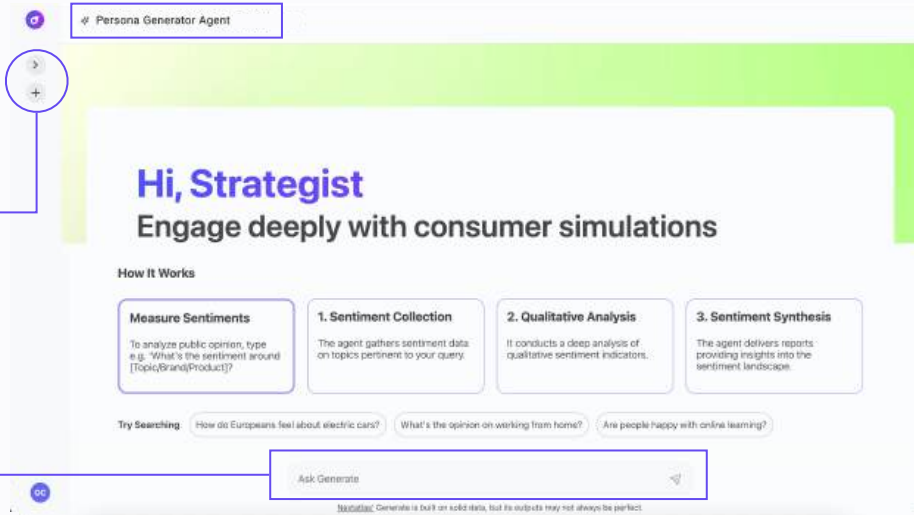
How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.
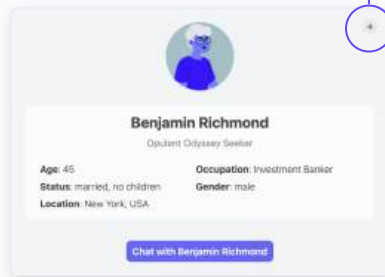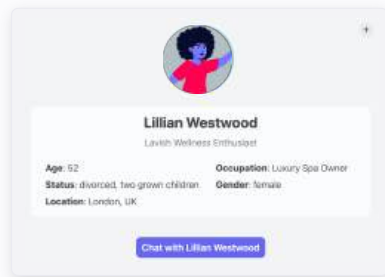
In the tab on the left, you can access your previous queries with this agent.

What to ask? You can ask the agent to generate personas based on interests, lifestyles, occupations, or geographical information.

Type your query or explore the suggested ones.

Hi, Strategist
Engage deeply with consumer simulations

How It Works

Measure Sentiments
To analyze public opinion, type e.g. "What's the sentiment around [Topic/Brand/Product]?"

1. Sentiment Collection
The agent gathers sentiment data on topics pertinent to your query.

2. Qualitative Analysis
It conducts a deep analysis of qualitative sentiment indicators.

3. Sentiment Synthesis
The agent delivers reports providing insights into the sentiment landscape.

Try Searching: How do Europeans feel about electric cars? | What's the opinion on working from home? | Are people happy with online learning?

Ask Generate

Nextatlas' Generate is built on solid data, but its outputs may not always be perfect.

How to explore

Persona Identikit Based on your request, the agent will create multiple personas and display an identikit card with the main information.

Click the "+" button to explore each persona's **values** and **hobbies** in more detail

Lillian Westwood
Lavish Wellness Enthusiast

Age: 52   **Occupation:** Luxury Spa Owner
Status: divorced, two grown children   **Gender:** female
Location: London, UK

Chat with Lillian Westwood

Benjamin Richmond
Opulent Odyssey Seeker

Age: 45   **Occupation:** Investment Banker
Status: married, no children   **Gender:** male
Location: New York, USA

Chat with Benjamin Richmond

Benjamin Richmond
Opulent Odyssey Seeker

Age: 45   **Occupation:** Investment Banker
Status: married, no children   **Gender:** male
Location: New York, USA

Benjamin Richmond is a high-flying investment banker from New York City. With a keen eye for the best in luxury, Benjamin is always on the lookout for exclusive, opulent travel experiences that allow him to immerse himself in comfort and status. Whether it's a private jet tour across Europe or dining at the most exclusive restaurants, Benjamin demands the best and only settles for unparalleled service and exceptional quality.

⚙ **Values**

- **Lifestyle:** Exclusivity and prestige
- **Well-being:** Luxury and comfort
- **Experiences:** Unique and memorable

📖 **Hobbies**

- **Travel:** Luxury cruises, Private jet tours, Safari adventures
- **Gastronomy:** Exploring Michelin-starred restaurants, Wine tasting events, Cooking classes with celebrity chefs
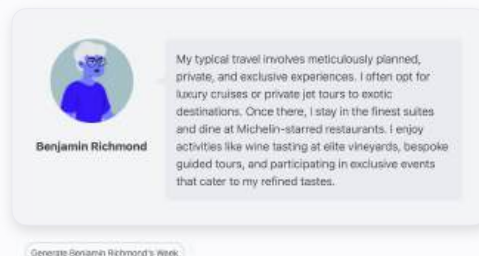
Persona Exploration
For each persona, you'll find a selection of needs and urges, pain points and challenges, and wants and aspirations to help you understand their preferences and needs.

Needs and Urges
- Exclusive experiences
- Status symbolism
- Comfort and luxury

Pains and Challenges
- Routine and monotony
- Limited vacation time
- Overbooked luxury spots

Click the "**Chat with ...**" to start the conversation

Chat with your persona
You can engage in a conversation with the persona, ask for more information, and explore their routines. This option allows you to delve deeper into the persona's life and extract valuable insights

Benjamin Richmond

My typical travel involves meticulously planned, private, and exclusive experiences. I often opt for luxury cruises or private jet tours to exotic destinations. Once there, I stay in the finest suites and dine at Michelin-starred restaurants. I enjoy activities like wine tasting at elite vineyards, bespoke guided tours, and participating in exclusive events that cater to my refined tastes.

Generate Benjamin Richmond's Week

Wants and Aspirations
- Unique adventures
- Personalized services
- Fine dining

Chat with Benjamin Richmond

![GENERATE NEXTATLAS]

Ingredient Discovery Agent

The Ingredient Discovery Agent identifies emerging, trending and popular food ingredients, offering insights for innovative product development and market differentiation in the food industry.

How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.

In the tab on the left, you can access your previous queries with this agent.

What to ask? You can explore what's trending, emerging or popular in specific food groups, allowing you to find new ingredients or track the evolution of a specific food type.

Using the dropdown menus, select which kind of data you want and then select the food category.
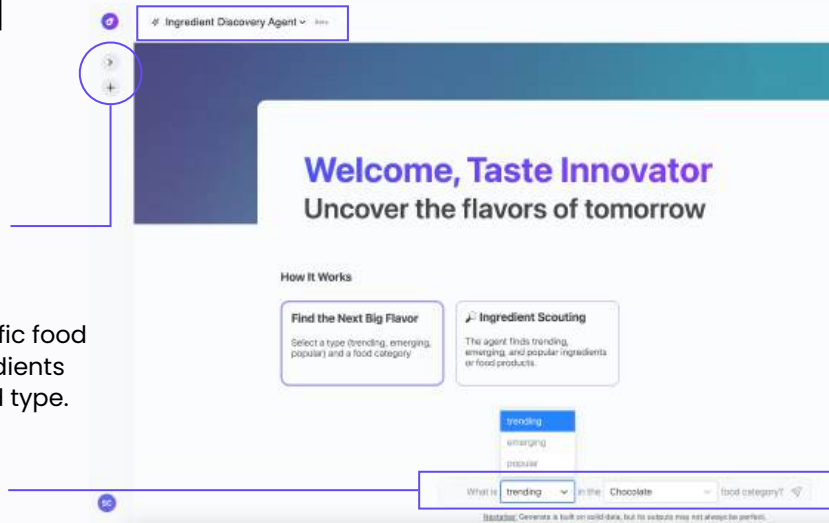
How to explore

After you select your data status and the food category you want, the agent provides a list of the key ingredients or food items related to your selection. Each ingredient includes a description that provides context, the statistical growth of the ingredient, related trends and case studies.

Ingredient identification with the title and a brief description of the food item. The related tag will be "emerging", "trending", or "popular" depending on your data status choice

Detailed statistical analysis direct from Nextatlas, allowing you to see the future growth of the ingredient, year over year growth and quarter over quarter growth.

Thorough examination and contextualization of the particular food item in question and how it relates to the status of the data you've selected and food category type you have chosen.

For a deeper dive, click the "+" button to access **related trends**, **concepts**, and **case studies** from Nextatlas' analysis

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Innovation Tracker

The Innovation Tracker keeps you updated on the latest innovations in specific industries, integrating data collection with strategic recommendations for adoption and integration to maintain a competitive edge.

How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.

In the tab on the left, you can access your previous queries with this agent.

What to ask? You can ask the agent to show what's happening in certain sectors and discover niche developments and new innovations on the market.

Type your query or explore the suggested ones.
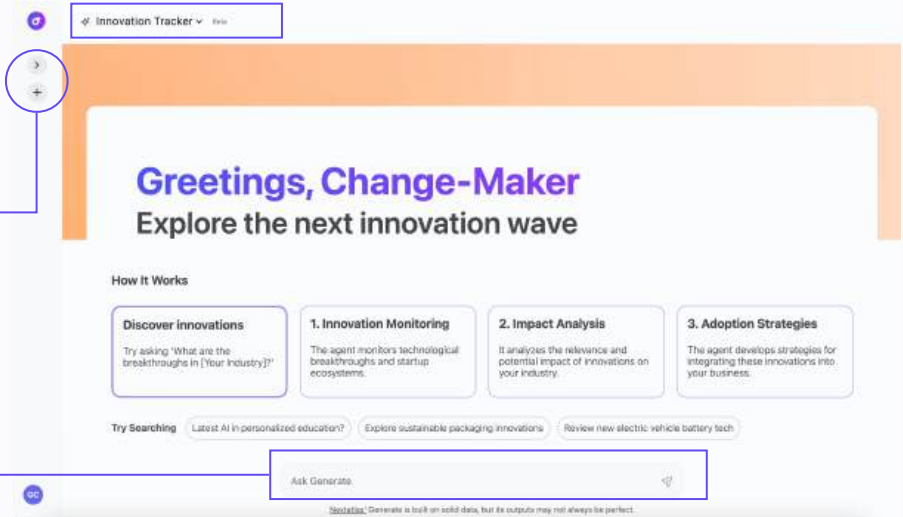
How to explore

After you type your question, the agent processes your query in three steps: Innovation Discovery, Analysis and Synthesis, and Insight Delivery. Each step includes three key points that summarize the analysis.

You can explore the completed steps as they become available, without waiting for the entire analysis to finish.

For a deeper dive, click the "+" button to access more **detailed information**, **related trends**, **concepts**, and **case studies**

Innovation Discovery suggests the latest innovations in the queried field and provides relevant case studies.

Analysis & Synthesis highlights new opportunities, challenges, and trends in the field, synthesizing the most actionable insights.

Insight Delivery summarizes the key innovations and offers strategic recommendations to align with the insights

Sentiment Pulse Agent

The Sentiment Pulse Agent leverages Nextatlas data to provide in-depth sentiment analysis across various topics, offering organizations real-time insights into public opinion and emotional trends.
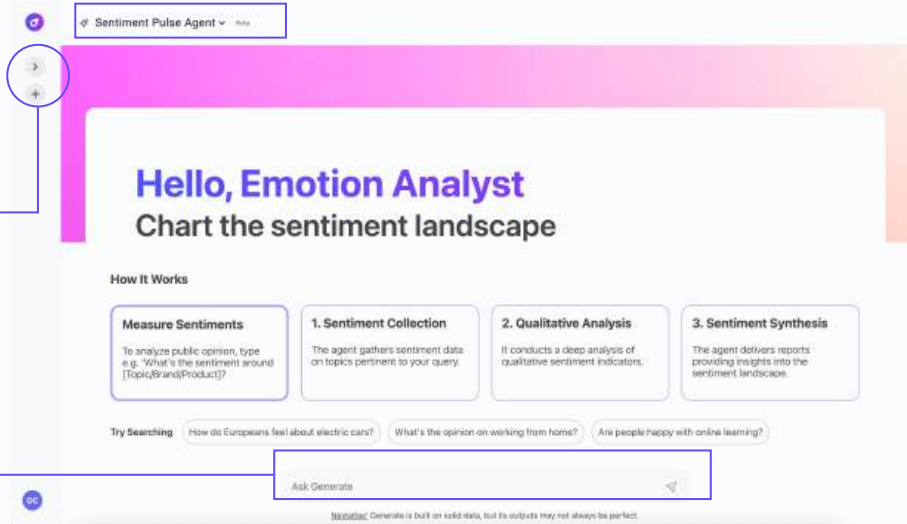
How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.

In the tab on the left, you can access your previous queries with this agent.

What to ask? You can explore the sentiment of people regarding a specific topic, brand or product.

Type your query or explore the suggested ones.

Hello, Emotion Analyst
Chart the sentiment landscape

How It Works

Measure Sentiments
To analyze public opinion, type e.g. 'What's the sentiment around [Topic/Brand/Product]?'

1. Sentiment Collection
The agent gathers sentiment data on topics pertinent to your query.

2. Qualitative Analysis
It conducts a deep analysis of qualitative sentiment indicators.

3. Sentiment Synthesis
The agent delivers reports providing insights into the sentiment landscape.

Try Searching: How do Europeans feel about electric cars? | What's the opinion on working from home? | Are people happy with online learning?

Ask Generate

How to explore

After you type your question, the agent processes your query in three steps: Topic Identification, Sentiment Analysis & Drivers Exploration, and Actionable Insight.

You can explore the completed steps as they become available, without waiting for the entire analysis to finish. Just click on the section when the computing is done.

Topic Identification provides an overview of the general sentiment around the topic and highlights the elements most associated with positive or negative sentiment.

Sentiment Analysis & Drivers Exploration identifies the factors influencing sentiment and the underlying causes of possible shifts in sentiment.

Actionable Insights offers strategies to align with the insights gathered and provides actionable recommendations for stakeholders.
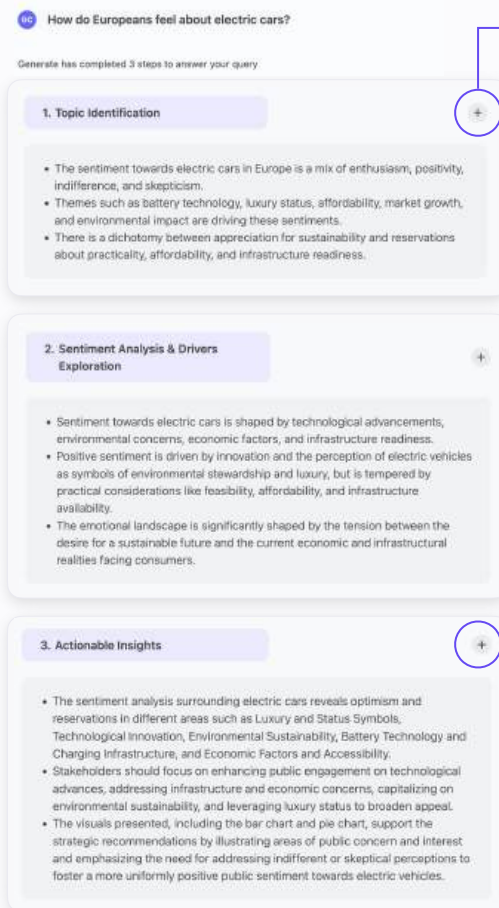
For a deeper dive, click the "+" button to access more **detailed information**, **related trends**, **concepts**, and **case studies**

This last section comes equipped with a **set of charts** to help you navigate the data and discover nuances