

# Expand *the* Brand



## *the* Vision

Democratize consumer insights  
across the enterprise.

## *our* Values

Values should answer the question: How do we act? behave?  
They should inform our hiring decisions



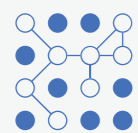
## How Will We Succeed?



**Problem Solving**  
Solving problems for customers



**Innovation**  
Innovating in our product & technology



**Data-driven**  
Making data driven decisions



**Democracy**  
Being democratic with our people

