



Hataclaps

## About us

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Hataclaps is the key consultancy for the development and expansion of all types of companies, based on real, qualified, and high added-value information.



Hataclaps is a consultancy specialised in analysing and studying consumer behaviour that transforms data and information, and information into insights, providing real solutions to problems and doubts raised by our clients.



We propose a comprehensive solution based on a research methodology that is composed of three phases and provides the client with a cross-sectional study, delivering concrete answers.



Our work methodology allows the company to analyse its environment and competition, understanding the situation and needs of its clients, and their concerns, desires, and motivations.



We convert data into information that enables wise decision making, based on objective data, maximising the return before even launching a product.



We will provide our clients with all the necessary tools to take advantage of market opportunities, creating a convincing discourse and developing a business strategy with truthful and first-hand information.

## What we do

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Utility.

What are our services for?

To develop a new product or service taking into account the feedback of the current and potential audience, based on that fully qualified, exclusive, and high added value information.

- To achieve a degree of innovation and utility superior to that of the rest of the competition.
- To develop and invest resources wisely, knowing what the market and our audience demand from us.
- To better understand the motivations, concerns, and needs of our potential buyers, adapting our strategy to their desires to buy.
- To place the company at the top of the consumer's mind.
- For companies that want to become benchmarks and give importance to the branding and recognition of their products and/or services.

## Why choose us?

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Because we provide information translated into insights and valuable advice that allow our clients to stay one step ahead of their competition.

Specifically, our added value is based on the following:

- 1 We connect companies with their potential audience.
- 2 We customise the discourse and arguments of a company to adapt them to the real needs of its clients.
- 3 We involve clients in the main topics of the company to learn about their real needs and concerns directly.
- 4 We obtain a real segmentation thanks to our processes, which allows us to learn the different types of audiences that make up our client's target.
- 5 We discover insights and trends, detect opportunities, and test new ideas.
- 6 We create a positive impact on the social and corporate image of the company.

# OUR METHODOLOGY

## Our methodology

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Active monitoring on social networks:  
Spontaneous opinions.



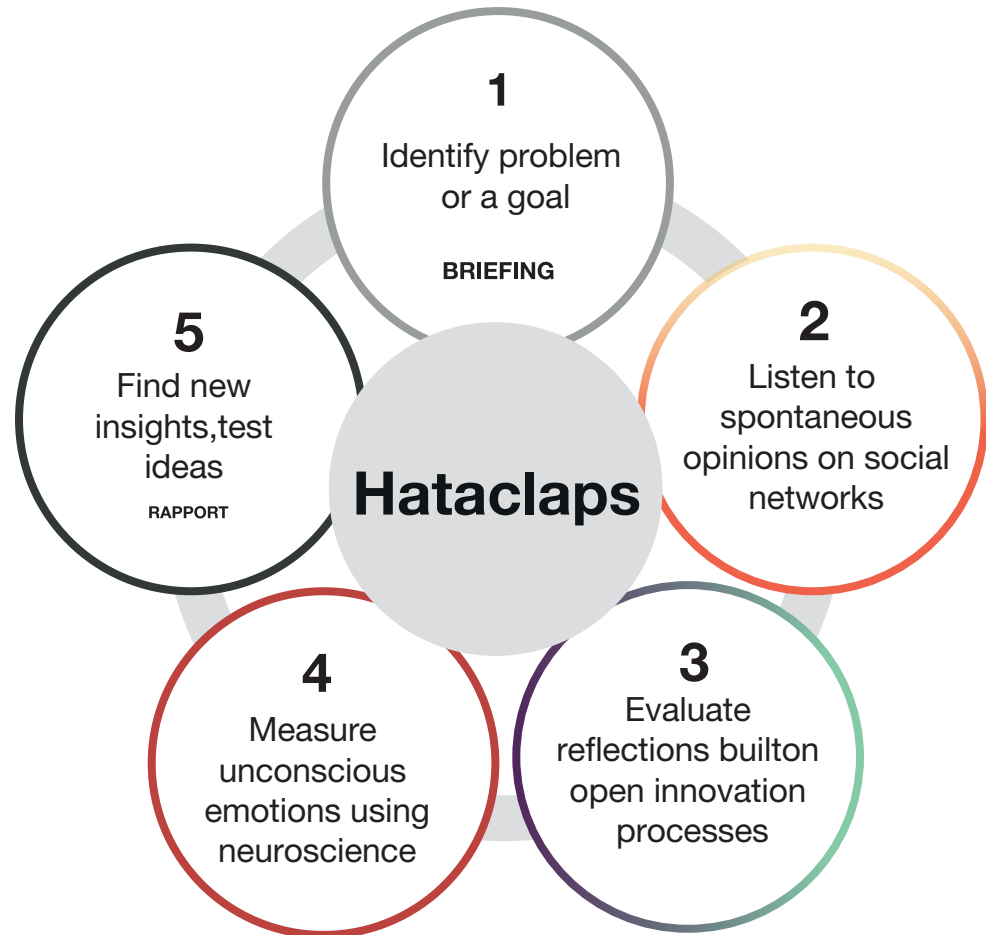
Open innovation:  
Established reflections.



Neuromarketing:  
Unconscious emotions.



Convergent focus of  
evidence for decision making



**EXPECTED  
RESULTS**

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**SUCCESS  
STORY**

## Expected results – Success story:

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### CASE 1. Manuel Valls, candidate for Mayor of Barcelona

The applied methodology and the tools used allow us to obtain vital information for decision making, essential information for designing a campaign and a route plan, allowing us to gain a competitive advantage over the other candidates. Hataclaps worked for Manuel Valls, the candidate for Mayor of Barcelona. Thanks to our advice, Manuel Valls was able to create a discourse based on the concerns and desires of the citizens, providing a composition of the global situation, both of his competence and of the opinion of citizens on various matters.

[https://hataclaps.com/assets/img/informe\\_analisis\\_mayo\\_2.pdf](https://hataclaps.com/assets/img/informe_analisis_mayo_2.pdf)

### CASE 2. Affinity – Study of consumption habits

We developed a 360° Design Thinking system that allowed us, thanks to monitoring on social networks, to obtain direct feedback from the consumer for the development of new products for pets. Open innovation and neuromarketing made it possible to create a customised report that was used as a strategic tool for decision making.

<https://drive.google.com/file/d/1EhT1ycnYy20GpmYlfmdcRT07zxTugJDe/view?usp=sharing>

### CASE 3. COVID and Restaurants – Study on the impact of COVID in the sector.

We profiled the client of the restaurant sector in the reopening phase, segmenting the study by gender, age, average commercial ticket, geographic residence, and type of consumption. We established the main conclusions taking into account the motivations that would encourage them to return to restaurants after the confinement phase.

[https://drive.google.com/file/d/1-HgX9yAxLFvFx\\_jpqFs80rSYKgHSOK8S/view?usp=sharing](https://drive.google.com/file/d/1-HgX9yAxLFvFx_jpqFs80rSYKgHSOK8S/view?usp=sharing)



## How we work

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More specifically, the expected results are specified in the following points.



It will help us to know the audience much better



Analysis of the environment and potential audience



It will help us to establish the content of the corporate strategy



Discovery of the real needs and concerns of the potential audience



Monitoring on social networks and follow up on the current picture



It will help us define the type of flexible strategy that we must apply in order to achieve a greater impact and greater visibility

**FINAL  
OBJECTIVE**

## Final objective

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- 1 Evaluate what our clients think of particular aspects related to the company and its environment. The information obtained through this analysis will help to grow and enrich the corporate argument and discourse.
- 2 Have real, useful, and exclusive information about the concerns and motivations of our potential audience, to be able to create useful content and arguments, both at a corporate level and for testing or launching a new product or service.
- 3 Develop a coherent strategy with the information obtained to optimise resources, considerably improving the chances of success.
- 4 Develop new products and services based on the real feedback of our audience, and on their concerns and needs, exponentially increasing the chances of success.
- 5 Perform a reputational monitoring of the company to understand the audience, the environment, and the competition.
- 6 Enhance the branding of the company to generate empathy with the potential audience without neglecting our current audience, which we must retain.
- 7 Discover new ideas, products, or services that customers would like to see implemented.
- 8 Become a benchmark in the sector for innovative products and/or solutions.
- 9 Beat the competition.
- 10 Have Hataclaps as a strategic partner that constantly updates information on the current and potential audience, to adapt the strategy and action plans to the reality and concerns of the target.



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