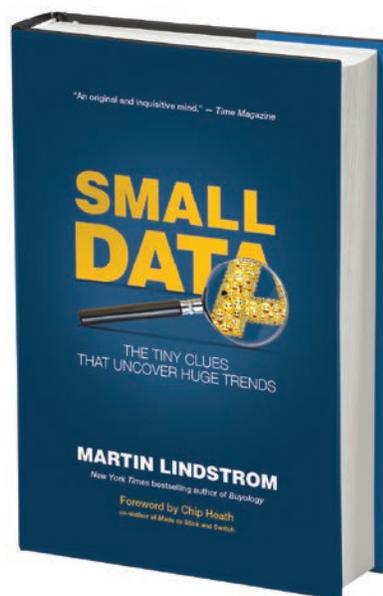


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Our desires manifest themselves in hundreds of ways each day, from the resting position of our toothbrushes to the computer passwords we choose, to where we place refrigerator magnets to the way in which we take selfies or use emojis. These small data tell us what reams of big data can't: the truth about unmet human desires that could unlock the next brand breakthrough.

In **SMALL DATA –The Tiny Clues That Uncover Huge Trends**, (St. Martin's Press, February 23rd 2016), New York Times bestselling author and branding expert, Martin Lindstrom, reveals how seemingly insignificant details of human behavior can point a careful observer to the next big brand trend. Case in point: a worn-out pair of sneakers was the unexpected clue that led to LEGO's recent historic turnaround.

While correlations of our online behavioral patterns can be determined by big data, few people project their real selves online. The only way to uncover the true hopes, desires and spirit of a human being's online and offline selves is with in-person observation of small data. Nobody has so intently followed the trail of small data clues humans leave behind than Martin Lindstrom, who has (with their permission) embedded himself in the lives of more than 2,000 ordinary families in over 77 countries, inspecting their refrigerators, their drawers and even their garbage.

Among the huge trends Lindstrom has uncovered with small data observations are:

- How smartphone usage has affected everything from the strength of our handshakes to the speed at which we eat ice-cream to the amount of time we linger at a restaurant.
- How the level of transparency in a country has a direct and negative correlation to a nation's level of happiness, which is why the Chinese become less happy the more they import western culture.
- How a western teenage girl's desires, identity and aspirations can best be found by studying her bedroom, her Facebook page, and her selfies (the average girl takes 17 selfies every morning).

These are the kinds of observations Lindstrom discovers when he gets tasked by McDonald's to reimagine the Happy Meal, by Tyra Banks to develop her merchandising line, by Jenny Craig to reinvigorate the brand of their global weight-loss program, and by Roomba to redesign a vacuum cleaner.

Small Data provides a necessary complement to today's big data revolution. It will help you to become a keen observer and interpreter of the small clues that are right in front of you, so you can create big impact.

Martin Lindstrom is a branding consultant for many of today's best known global brands. He is the author of the international bestseller, *Buyology*, and five other books on branding and consumer behavior. In 2009, *TIME* Magazine recognized him as among the top 100 Most Influential People in The World, and this year, an independent study among 30,000 marketers named him the world's number #1 brand building expert. He is a frequent guest on NBC's "The Today Show", CNBC-TV and NPR, and has written for *The New York Times* and *Wall Street Journal*. Video at martinlindstrom.com and b-roll is available.