

SeeMe Index Competitive Analysis

Leveraging AI to analyze competitor and industry marketing efforts

Challenge	The GLP-1 category is evolving quickly with diabetes and weight loss use cases, but there was a lack of understanding of how the category was leaning into opportunity audiences like South Asians, Hispanics and millennial women.
Approach	SeeMe Index analyzed 22 companies across the diabetes and weight loss categories to establish how the industry was currently supporting opportunity audiences and highlight opportunities to accelerate organization's market share growth. Findings highlighted distinct opportunities for organization to lead across ads, creators, clinical trial claims and purpose.
Results	<ul style="list-style-type: none">• New creative direction was pursued for brand which included talent from lesser scene identity groups• Clinical trial participant leadership was highlighted in brand communications



MEASURE



Ads
Brand + Creator



Clinical Trials
/ Website



Brand
Purpose



Gender (Expression)



Skin tone and/or
Perceived Ethnicity



Age



Sexual Orientation



Body Size



Hair Type



Visible Disability



BENCHMARK

- + Strong presence of medium skin tones
- + High % of Hispanics in clinical trials
- + High presence of people 55+

- Low presence of talent with deep skin tones
- Low presence of very large body sizes
- No intersectionality of Black community w/
brand purpose platform



ACTIVATE



New creative direction



Highlighting clinical trial
testing details



Expansion of creator
Partnership