FUEL FOR FEARLESS CREATIVES

Human Truths that Elevate your Brand

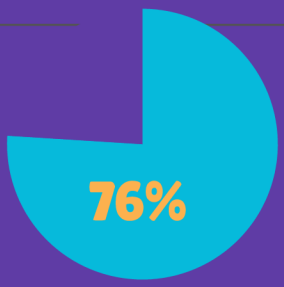
WHY HUMAN TRUTHS MATTER

Human Truths ground bold thinking in real emotion, lived experience, and cultural relevance — ensuring your brand connects

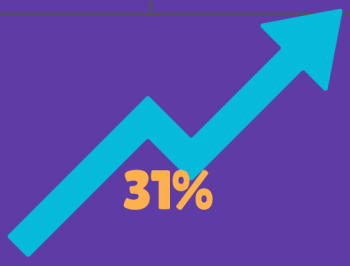
THE VALUE OF HUMAN TRUTHS

Clarity – Know what really drives and moves your audience across contexts.
Resonance – Create work that lands, not just looks good across the world.
Confidence – Test ideas, concepts, messaging, products before they go live.
Efficiency – Focus time, budget, and creative energy where it truly matters.

THE MEASURABLE IMPACT OF HUMAN TRUTHS



76% of consumers are more likely to engage with ads that feel personally relevant[1].



on average **31%** ROI uplift for campaigns that tap into emotional insight[2].

58% of campaign failures tied to poor audience understanding[3].

WHY WORK WITH US

At HYPE Research, we've partnered with leading global brands to bring clarity to creative — from testing campaigns before launch, to helping shape brand narratives that win hearts and markets. We specialize in uncovering Asia-Pacific Human Truths, working with fearless creatives, strategists, and CMOs to ensure bold ideas resonate in the real world.

LET'S CONNECT

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HYPE RESEARCH

[1]Source: Edelman Trust Barometer, [2]Source: IPA Effectiveness Awards Report, [3]Source: Kantar – Creative Effectiveness Study