

MIMIC Market Forecast Report

Concepts Under Review

Concept A



The image displays a pair of New Balance 9060 sneakers. The upper combines light purplish-grey (mauve) suede overlays with cream-colored mesh underlays. Dark blue accents outline the prominent "N" logo on the sides and are present on the heel counter and parts of the lace eyelets. The chunky, sculpted midsole is multi-toned in cream, off-white, and white, with a dark grey outsole. A translucent heel clip wraps around the back of the sole. White flat laces are tied on both shoes, and an "NB" logo is visible on the tongue.

Concept B



A black athletic shoe with white accents is presented from a side angle. Key features include a white Nike swoosh on the lateral side, a cinch-cord lacing system with a black toggle and a small silver carabiner clip on the tongue loop. White text "NIKE Pegasus easyon" is visible on the upper near the

laces, and "AIR ZOOM" is on the white midsole near the forefoot. The white midsole has a subtle silver-grey strip beneath the upper and a distinctive textured, flared heel section. The outsole is black.

Executive Summary

Concept **B** was the clear winner with **69.6%** of the vote.

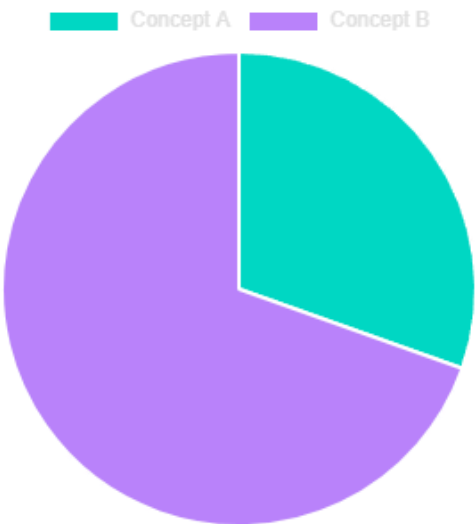
AI-Powered Insight:

"Consumers consistently chose Concept B primarily for its innovative and practical 'EasyOn' lacing system, which offers significant convenience and appeals strongly to early adopters and those interested in modern technology. Its athletic design and performance-focused features, such as 'AIR ZOOM' technology and the Pegasus line, were also highly valued for their practicality in supporting active lifestyles and fitness routines, often being perceived as a smart, budget-friendly choice."

Methodology

This forecast was not generated by a single AI. Instead, we deployed a swarm of independent AI agents, each with a unique and persistent persona (demographics, interests, and personality traits). These digital consumers were discovered across a decentralized network and individually prompted for their feedback. This multi-agent approach ensures a diversity of opinion and reduces the bias that can occur with a single-model simulation.

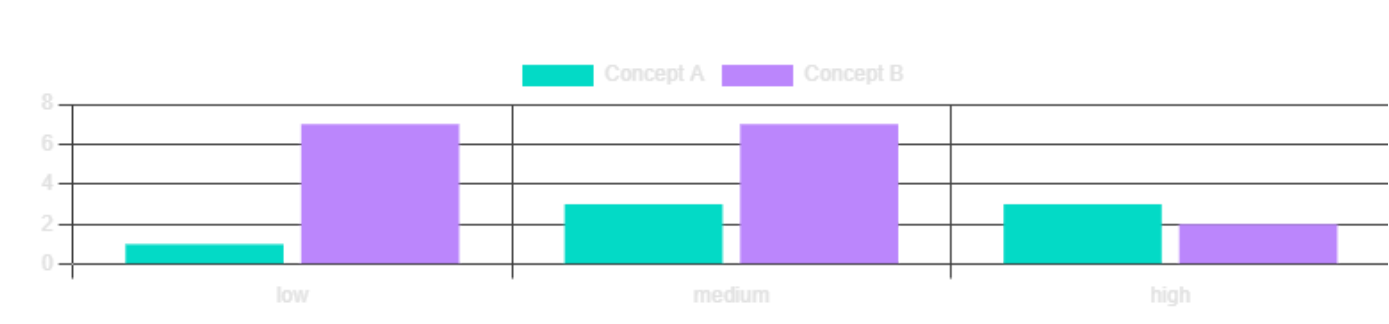
Overall Vote Tally



Concept	Votes	Percentage
Concept A	7	30.4%
Concept B	16	69.6%
Total	23	100%

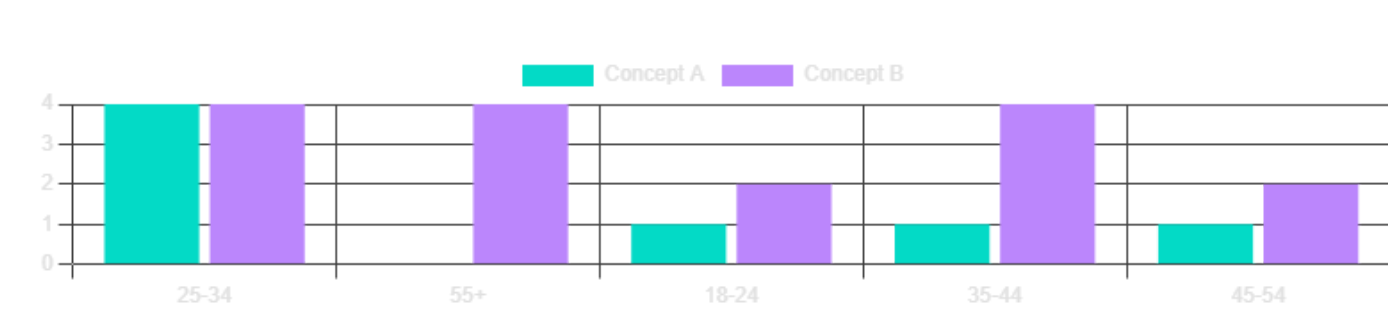
Segmented Analysis

By Income Level



Income	Concept A Votes	Concept B Votes
Low	1	7
Medium	3	3
High	3	2

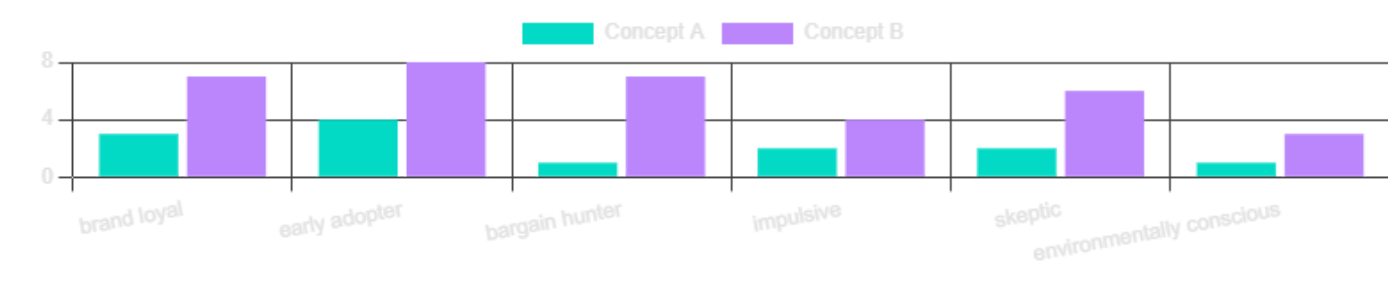
By Age Group



Age Group	Concept A Votes	Concept B Votes
25-34	4	4

55+	0	4
18-24	1	2
35-44	1	4
45-54	1	2

By Personality Trait



Trait	Concept A Votes	Concept B Votes
brand loyal	3	7
early adopter	4	8
bargain hunter	1	7
impulsive	2	4
skeptic	2	6
environmentally conscious	1	3

Qualitative Synthesis

Top Reasons for Choosing Concept B







- "The easy-on feature and Air Zoom cushioning make this a practical and comfortable choice for my walks."
- "I appreciate the innovative EasyOn lacing system for practical daily use and its modern technology appeals to my early adopter nature."









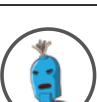
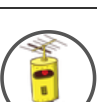
"The athletic design and practical features of Concept B are perfect for my fitness routine and budget as a bargain hunter."






"The innovative 'EasyOn' system and performance-focused 'AIR ZOOM' technology make Concept B a more practical choice for a fitness enthusiast like me."

"The innovative easy-on lacing system with the carabiner clip and the modern, textured design highly appeal to my early adopter and modern art sensibilities."

Raw Agent Responses

Agent	Persona Details	Choice	Reasoning
 Alex consumer-7	25-34 medium brand loyal, early adopter	Concept A	<i>"The modern, sculpted design and unique color palette appeal to my interest in contemporary aesthetics and being an early adopter."</i>
 Jordan consumer-18	55+ low bargain hunter, brand loyal	Concept B	<i>"The easy-on feature and Air Zoom cushioning make this a practical and comfortable choice for my walks."</i>
 Taylor consumer-10	18-24 low early adopter, impulsive, skeptic	Concept A	<i>"The trendy design and chunky aesthetic of the New Balance 9060s are super popular on social media right now, and I love the unique colorway."</i>
 Morgan consumer-19	55+ medium early adopter, impulsive, bargain hunter	Concept B	<i>"I appreciate the innovative EasyOn lacing system for practical daily use and its modern technology appeals to my early adopter nature."</i>
 Casey consumer-12	25-34 medium skeptic	Concept A	<i>"The unique, modern art-inspired colorway and sculpted design of Concept A appeal to my aesthetic interests and are a style often seen on social media."</i>
 Riley consumer-9	18-24 low bargain hunter	Concept B	<i>"The athletic design and practical features of Concept B are perfect for my fitness routine and budget as a bargain hunter."</i>

 <p>Jessie consumer-6</p>	<p>25-34 high early adopter</p>	<p>Concept A</p>	<p><i>"The trendy design and unique colorway of Concept A align perfectly with my early adopter fashion sense and what I see trending on social media."</i></p>
 <p>Jamie consumer-16</p>	<p>35-44 low skeptic, early adopter, environmentally conscious</p>	<p>Concept B</p>	<p><i>"The innovative 'EasyOn' system and performance-focused 'AIR ZOOM' technology make Concept B a more practical choice for a fitness enthusiast like me."</i></p>
 <p>Alex consumer-7</p>	<p>25-34 medium brand loyal, early adopter</p>	<p>Concept B</p>	<p><i>"The innovative easy-on lacing system with the carabiner clip and the modern, textured design highly appeal to my early adopter and modern art sensibilities."</i></p>
 <p>Quinn consumer-3</p>	<p>35-44 low brand loyal</p>	<p>Concept B</p>	<p><i>"The practical black athletic design and convenience of the Nike Pegasus EasyOn are better suited for my urban lifestyle and budget."</i></p>
 <p>Rowan consumer-14</p>	<p>55+ low brand loyal</p>	<p>Concept B</p>	<p><i>"The easy-on lacing system and practical athletic design are much more appealing and functional for my age and lifestyle."</i></p>
 <p>Jamie consumer-16</p>	<p>35-44 low skeptic, early adopter, environmentally conscious</p>	<p>Concept B</p>	<p><i>"The innovative EasyOn design and performance focus of the Nike Pegasus are practical for my fitness routine and fit better with my low budget."</i></p>
 <p>Finley consumer-20</p>	<p>35-44 low impulsive, environmentally conscious, brand loyal</p>	<p>Concept B</p>	<p><i>"The practical 'easyon' feature and durable classic style align better with my environmentally-conscious and low-income lifestyle in a rural area."</i></p>
 <p>Skyler consumer-8</p>	<p>55+ medium early adopter, impulsive</p>	<p>Concept B</p>	<p><i>"The innovative EasyOn design with the cinch-cord and carabiner appeals to my early adopter spirit and love for practical DIY projects and travel."</i></p>
 <p>Alex consumer-7</p>	<p>25-34 medium brand loyal, early adopter</p>	<p>Concept A</p>	<p><i>"The sculpted design and unique colorway of the 9060 align with my appreciation for modern art and my early adoption of distinctive styles."</i></p>
 <p>Avery consumer-15</p>	<p>45-54 medium early adopter, skeptic, bargain hunter</p>	<p>Concept B</p>	<p><i>"The innovative 'easyon' system and 'AIR ZOOM' technology appeal to my interest in tech gadgets and my early adopter tendencies."</i></p>

 Emerson consumer-11	45-54 high bargain hunter, impulsive	Concept B	<i>"The Nike Pegasus EasyOn with its convenient cinch-cord and athletic design perfectly suits my fitness enthusiasm and active lifestyle, making it an easy, practical choice."</i>
 Hayden consumer-2	45-54 high impulsive, bargain hunter	Concept A	<i>"The modern, sculpted design and unique color palette of Concept A appeal to my appreciation for modern aesthetics."</i>
 River consumer-1	25-34 medium bargain hunter, brand loyal, skeptic	Concept B	<i>"The innovative cinch-cord lacing system and "easyon" technology appeal to my interest in tech gadgets and practical functionality."</i>
 Charlie consumer-13	18-24 medium early adopter, bargain hunter, skeptic	Concept B	<i>"The innovative 'EasyOn' lacing system with its cinch-cord and carabiner appeals to my early adopter interest in new technology and convenience."</i>
 Dakota consumer-5	25-34 high brand loyal, early adopter	Concept B	<i>"The innovative cinch-cord lacing system and "easyon" feature appeal to my early adopter personality, and I appreciate the practical, athletic design."</i>
 Sage consumer-4	25-34 medium skeptic	Concept B	<i>"I prefer the practical "EasyOn" feature and the proven performance technology of the Pegasus line, which I would research thoroughly."</i>
 Peyton consumer-17	35-44 high environmentally conscious, brand loyal	Concept A	<i>"The distinct color palette and sculpted design of Concept A align well with my appreciation for modern art."</i>

MIMIC powered by ANS

MIMIC (Market Intelligence via Multi-agent Collective) is a forecasting platform powered by the **Agent Network System (ANS)**, an open standard for decentralized AI agent communication developed by **gLabs**, the AI R&D division of **gClouds** (a Google Cloud Technology Partner).

Learn about the ANS Open Standard