

Better evidence for the next brand decision.



Pikaboo helps brands and agencies understand what people choose, what messages land and where media reaches them. Turn a product or campaign question into evidence you can use in your next decision.

Brand & category managers

South African food, household and personal-care brands making pack, price-positioning and range decisions.

Agencies & heads of media

Strategy, planning and insights teams with a live brand brief, a campaign decision or a reporting deadline.

Media-owner commercial teams

Salespeople and planners who need evidence for an inventory proposal or a client report.

Ask Pikaboo

Product & campaign questions

Which product or message should we back?

Explore shopper preference, willingness to buy, perceived price band and message tests. Request a new question for your product, creative or audience.

What you get An evidence read: the result, who answered, its limitations and the next question to test.

Explore live examples now. New asks are scoped with our team.

[Try Ask Pikaboo](#)

Pikaboo Media

Media planning & reporting

Where should we place it, and what can we prove?

Use South African out-of-home audience estimates to inform site selection, proposals and reporting. Add field verification where the brief needs proof of placement.

What you get A site or campaign view with audience measures; separately scoped field evidence confirms presence, place and time.

Existing media product. Arrange a walkthrough for your inventory and workflow.

[See the measurement method](#)

Good evidence should be part of the weekly workflow. Start with one question; build a clearer picture every time you ask again.

Your client relationship. Our evidence product.

Agencies can bring Pikaboo into an existing brand brief. Distribution partners can introduce the right agency or buyer and help agree the selling and procurement route. Timbuk2 scopes and delivers the evidence product; roles and commercial terms are agreed together.

Start with one paid brief.

Bring a named brand, the decision, the budget owner and the deadline. Together we agree the audience or geography, deliverable, success measure, fee and a date to review the result. Repeat questions can become an ongoing programme.

Ask Pikaboo is live and public. Timbuk2 participates in the AWS Partner Network and was confirmed as an AWS Well-Architected Partner on 11 February 2026.

Audience estimates, stated shopper preferences and field verification answer different questions. Coverage and suitability are confirmed per brief. AWS partner status applies to Timbuk2, not certification of a research result.