**Brands Mine Consumer Insights by Paying for Selfies**

Brands like Crest are using a company called Pay Your Selfie to reimburse consumers for taking selfies, and in return using the images to gather consumer insights. Crest assigns tasks to consumers via the app, such as taking a picture "while brushing your teeth with your favorite Crest product." Those who participate receive between 20 cents and a dollar.

***The New York Times 5/7/16***

<http://www.nytimes.com/2016/05/08/business/media/what-do-consumers-want-look-at-their-selfies.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefsnl&_r=0>