

Change the way you think  
about how people think.

BRANDTRUST

# Discovering powerful insights and translating them into action

A customizable accelerated solution to strategic research and planning

PROJECT FRAMING	DISCOVERY	DECISION-MAKING	TRANSLATION	EVALUATION
 <p><b>KICKOFF MEETING</b> Preparing for the project and mapping the path to success Each project begins with an in-person meeting and a study of the corporate context in which the project will take place.</p>	 <p><b>EMOTIONAL INQUIRY®</b> Understanding why people do what they do People can't often articulate the real reasons why they do what they do. Our approach uncovers their deep nonconscious drivers.</p>	 <p><b>ACCELERATED WORK SESSION</b> Guiding cross-functional client teams from insight to action Designed to accelerate planning, energize leadership and inspire fresh thinking, these sessions help spark action out of insight.</p>	 <p><b>PRESENTATIONS</b> Expressing project findings in a compelling manner Our presentations focus on translating findings into meaningful and actionable insights customized for each unique audience.</p>	 <p><b>CONCEPT STUDY</b> Eliciting meaningful responses from testable concepts This concept testing integrates Emotional Inquiry to minimize the priming bias and maximize the depth of respondents' feedback.</p>
 <p><b>PROJECT FOUNDATIONS</b> Assessing key external and internal project dynamics To customize the engagement design, we interview core team members and assess the key external and internal dynamics.</p>	 <p><b>CONTEXTUAL INQUIRY</b> Understanding what people do (vs. what they say they do) Our two-week ethnographic-based "deep-dive" is designed to uncover the actual real-world behavior of customers.</p>	 <p><b>CONSUMER IMMERSION</b> Collaboratively exploring the world of your consumer This empathy-focused process of discovery and synthesis yields greater understanding of customer behaviors in context.</p>	 <p><b>PROJECT REPORTS</b> Delivering key research findings and project conclusions Deliverables include in-depth overviews of research findings, conclusions from work sessions and detailed action steps.</p>	 <p><b>SEGMENTATION STUDY</b> Identifying patterns within measureable behavioral data Our unique, qualitatively informed approach to segmentation is designed to identify actionable consumer targets.</p>
	 <p><b>APPRECIATIVE INQUIRY</b> Understanding what works well so it can be repeated By focusing on what works well and why, this approach clarifies underlying issues and identifies patterns of success.</p>	 <p><b>INNOVATION SESSION</b> Helping teams generate fresh solutions from new insights During this three-day immersive experience, a series of customer-centric exercises are utilized to elicit meaningful innovation.</p>	 <p><b>EVOCATIVE DOCUMENTATION</b> Telegraphically sharing project findings to a broader audience Emotionally-driven magazine-style publications are designed to facilitate more extensive distribution of the research findings.</p>	 <p><b>QUANTITATIVE STUDY</b> Validating and refining key ideas from qualitative learnings We optimize quantitative research design, execution and analysis by leveraging our unique qualitative research approach.</p>
	 <p><b>NARRATIVE INQUIRY</b> Decoding consumer drivers in an online written approach This online story-based approach uses digital coding analytics to synthesize and interpret key respondent drivers.</p>	 <p><b>SALES FORCE OPTIMIZATION</b> Uncovering and harnessing your sales team's motivators After conducting Emotional Inquiry interviews with "high-performers," the key insights are leveraged in a dynamic session.</p>	 <p><b>COLLABORATIVE DESIGN</b> Directing designers to transform insights into concepts We use a consultative approach intended to ensure findings are fully expressed in final product and graphic design executions.</p>	
..... 2 weeks .....	..... 3 – 6 weeks .....	..... 1 week .....	..... 2 – 4 weeks .....	..... ongoing .....

**A PROJECT WELL BEGUN IS HALF DONE**

Brandtrust engagements are most successful when the key external and internal dynamics are clearly understood. Your project plan can be tailored to meet your organization's unique situation.

**SEEING THE WORLD THROUGH A DIFFERENT LENS**

We specialize in discovery methods that go deeper and reveal the real reasons behind human behavior. This has proven to be a rich source of critical insights that can drive competitive advantage.

**BRIDGING THE GAP FROM INSIGHT TO ACTION**

Our entire process is designed to reveal insights that enable decision-making and accelerate action. All of our discovery findings are analyzed through a well defined process to create consensus among the entire team.

**MAKING IDEAS UNDERSTANDABLE AND ACTIONABLE**

We offer several methods of documenting or otherwise translating the results of the overall process. The intent is to give clients a variety of choices that meet their individual engagement needs.

**DOING THE RIGHT THINGS & DOING THEM RIGHT**

It is not uncommon for a Brandtrust project to spark new research endeavors or to be integrated into other client research projects. We offer a variety of additional services that can be integrated easily into our approach.

## THE BRANDTRUST APPROACH

### It's time to rethink strategic research and planning

When it comes to research and planning, many people in business find themselves increasingly frustrated — they simply aren't getting the insights they need to confidently make key strategic decisions. But it doesn't need to be this way. The world of business research is simply lagging behind other disciplines, and perhaps it is time to rethink how we think about our customers.

### Tapping advances in the social sciences

Emerging scientific studies in the fields of cognitive science, neuroscience, social science, psychology and other disciplines help us understand why conventional research is failing too often. Science has revealed important new information confirming human behavior is largely driven by emotions and motivations that lie beneath the surface. This insight has important implications for both understanding the world of the people we serve and the internal dynamics at play as we serve them. We strive to perfect strategic research by incorporating advances from the social sciences.

### Applying lean thinking to take insights to action faster

The idea is pretty straightforward: Our clients want to resolve issues with their business in a timely and efficient manner. Over the years, we have developed an impressively lean system of working collaboratively with our clients. It is an approach that leverages all the available information in a tight time frame and rapidly yields insight-based business solutions.

### Changing the way we think about how customers think

Brandtrust specializes in understanding the complexities driving human behavior and applying these insights to strategic research and planning. In doing so, we help organizations change the way they think about how their customers think.

## COMMON CHALLENGES OUR CLIENTS FACE

Although our clients are diverse, they have many challenges in common. Clients turn to us when they need to address:

### Research challenges

- Identifying insights
- Profiling their consumer
- Mapping emotions
- Exploring new market space
- Accelerating global research

### Planning challenges

- Setting strategy
- Developing positioning
- Gaining a competitive edge
- Jump-starting innovation
- Aligning messaging
- Defining opportunity spaces
- Addressing M&A issues

### Executorial challenges

- Creating & revitalizing brands
- Launching new products
- Delivering the experience
- Energizing & focusing teams
- Engaging employees
- Optimizing the sales force
- Guiding strategic partners

### Evaluation challenges

- Validating findings
- Testing concepts
- Clarifying audience segments

## BRANDS WE HAVE SERVED

Brandtrust is privileged to advise many of the largest and best-known brands in the world, including:

### CONSUMER PRODUCTS

Altec Lansing  
Amway  
BEHR Paint  
BUNN  
ChapStick  
Coty  
Craftsman  
Crossway Books  
General Electric  
Procter & Gamble  
SRAM

### FOOD & BEVERAGE

Carnation Instant Breakfast  
Dean Foods  
General Mills  
Kellogg's  
Kraft  
Lucini  
Miller Brewing Company  
Nestlé  
Philadelphia Cream Cheese  
PowerBar  
Quaker  
Starbucks  
Stouffer's  
Tropicana  
Yum! Brands

### HEALTHCARE & PHARMACEUTICAL

Abbott Laboratories  
Amgen  
Cardinal Health  
Caremark  
Eli Lilly  
Kimberly-Clark  
Novartis  
Radiometer  
Stryker

### INDUSTRIAL

CEMEX  
Danaher  
E-ONE  
Fluke  
Hach Lange  
Hobart  
Liberty Hardware  
Masco  
Matco  
Snap-on  
Videojet

### INSTITUTIONS & NON-PROFITS

American Bar Association  
Benedictine University  
Centers for Disease Control  
DePaul University  
Easter Seals  
Harvard Business Review  
Loyola University  
Laureate Education  
Rochelle Lee Fund

### INSURANCE & FINANCIAL SERVICES

Allstate  
Affirmative Insurance  
American Express  
American Family Insurance  
Aon  
Bankers Life  
COUNTRY Insurance  
Discover  
The Hartford  
Labe Bank

### RETAIL

Ace Hardware  
Levi's/Dockers  
Parable Group

### TECHNOLOGY

Compuware  
GTE  
Hewlett-Packard  
Kensington  
Motorola  
RCA  
Zenith

### TRANSPORTATION

American Airlines  
Eclipse Aviation  
FedEx  
Harley-Davidson  
Honda

### UTILITIES

Nicor  
Touchstone Energy