HOW CAN YOU UNLOCK NEW GROWTH?
TECHNOLOGIES CHANGE, 
BUSINESSES CHANGE, 
MARKETS CHANGE...

THE ONE CONSTANT IS 
HUMAN NATURE

BRAND GENETICS IS A GLOBAL 
GROWTH CONSULTANCY THAT 
UNLOCKS NEW OPPORTUNITIES 
BY THINKING HUMAN-FIRST

We uncover what people really want to reveal transformative growth opportunities, helping deliver positive impact for both our clients and their consumers.

We believe the future is human
In a world that changes ever faster, human nature is the one constant. So we understand your target audience “human-first” – uncovering deeper motivations, exploring real behaviours and mapping changing expectations – to help you make smart decisions to succeed now and in the future.

What this means for you
To help you uncover new and relevant opportunities we deliver:
• **Revelatory Insight** – we see what others don’t to unlock new opportunities for future growth
• **Positive Futures** – we define and bring to life the strategies, innovations and transformations that will drive positive differentiation
• **Transformative Impact** – we deliver rigorous strategy and inspiring creativity in ways that supercharge engagement to accelerate change

How we do it?
• **Cognitively Diverse** – a hybrid team of different skills and backgrounds
• **Agile** – flexible in thought and action to get further, faster
• **Empathy led** – expert in getting to unspoken motivations and needs
• **Leveraging Human Sciences** – including psychology and behavioural economics
• **In Partnership** – working with you to drive clarity, action and ownership

We uncover what people really want to reveal transformative growth opportunities, helping deliver positive impact for both our clients and their consumers.
# HOW HUMAN-FIRST CAN HELP YOU

## WHAT WE DO

### HUMAN-FIRST INSIGHT

- **Deeper** – gets to what people can’t or won’t say
- **Revelatory** – gives a fresh perspective on old questions
- **Predictive** – guides strategy in a volatile and changing world

### HUMAN-FIRST INNOVATION

- **Future-Proofed** – rooted in deep seated human motivations
- **Humanistic** – fits with people’s wider life goals
- **Positive** – design for happiness, deliver competitive advantage

### HUMAN-FIRST IMPACT

- **Motivating** – engages the emotions to grab attention and shift perspectives
- **Directional** – aligns the team around a clear purpose and vision
- **Catalyzes Change** – excites stakeholders and gives them the confidence to act

## HOW WE DO IT

### HOW HUMAN-FIRST CAN HELP YOU

- **Psychological Frameworks** – scientific insight to get to deeper, unspoken human motivations
- **Consumer Conversations** – interviews and discussions using empathic approaches to gather rich emotional insight and reveal hidden needs
- **Digital Insight** – extract human insights from the wealth of online data, revealing real behaviour and aspirations
- **Anticipatory Thinking** – a toolkit of foresight methodologies (inc. “Delphi” and scenario planning) to map possible futures

### HUMAN-FIRST INSIGHT

- **Northstar Vision** – guide strategic innovation by defining brands’ role in addressing core human needs in a changing world
- **Growth Workshops** – inspiring sessions grounded in the science of creativity to help teams unlock new opportunities
- **Agile Innovation** – co-create with early adopters and experts to evolve innovation ideas and get further, faster
- **Innovation Blueprints & Concepts** – clear briefs for successful innovation, brought to life ready to brief teams and succeed in quant

### HUMAN-FIRST INNOVATION

- **Stakeholder Engagement** – working to understand, engage and influence key stakeholders from start to finish to drive alignment on outcomes
- **High-Impact Delivery** – embed outcomes with dynamic debriefs, interactive workshops, engaging documents, podcasts and documentaries
- **Consumer Closeness Experiences** – enhance understanding and engagement by getting stakeholders to walk in their consumers’ shoes
- **Human-Centred First Training** – equip your team with the human first frameworks and tools to transform your innovation and creative abilities
Brand Genetics has helped a diverse range of businesses around the world – applying human-first thinking to drive real growth.

**BRAND GENETICS IN ACTION**

Helping the UK’s best selling food brand upskill with new tools and approaches to prepare the business for future growth.

Helping the world’s biggest brewer understand emerging needs and category dynamics of non-alcoholic beer to guide market entry, development strategy and future innovation.

Helping the global market leader in home care products uncover breakthrough insight and innovation opportunities across its brand portfolio.

Helping a global air care leader to shape its future roadmap for home air care in a connected world with an immersive ‘House of the Future’ consumer insight experience.

Helping one of the global leaders in home appliances develop innovative and differentiated products to meet future consumer needs in emerging markets.

Helping the world’s largest privately owned spirits company create the next generation of luxury limited editions to meet the needs of tomorrow’s high-net-worth consumer.

Helping a leading global flavour house understand how the meaning of refreshment is changing for consumers around the world and identify new beverage opportunities.
A TASTE OF OUR THINKING

NEXT GENERATION INSIGHT
Succinct insight reports looking at core human motivations to predict behaviour and unlock relevant innovation opportunities

WHAT WOMEN WANT
How to appeal to women in the #metoo era

MAN DOWN!
Decoding the future of masculinity

GEN Z.
Beyond Fake News
How to win the hearts, minds & wallets of Gen Z

SPEED SUMMARIES
Distilling fresh, relevant thinking to identify the key insights and lessons that can help move your business forwards

APPLIED EMPATHY
Yury Noah Harari
Sapiens
A Brief History of Humankind

THINKING, FAST...SLOW
Daniel Kahneman
how brands...grow

WORK WITH BRAND GENETICS
IF YOU WANT TO TRANSFORM YOUR BUSINESS...

FROM CONSUMER INSIGHT TO HUMAN TRUTH
FROM PRODUCT FOCUSED TO HUMAN CENTRED
FROM PROJECT DELIVERY TO POSITIVE GROWTH

HUMAN EXPERIENCE (HX) BLOG
For our weekly update on the latest in human-first thinking check out our blog: https://medium.com/@BrandGenetics
OUR PURPOSE: CHAMPIONING POSITIVE INNOVATION

At Brand Genetics we believe insight & innovation can be a true force for good: creating a more positive future by making people's lives better and tapping into an universal human goal - the pursuit of happiness.

There’s a compelling business logic too – the fast-growing global wellness market is now worth $4.2 trillion, four times larger than the pharmaceutical industry. And it’s been shown that brands, products and services that make people happy command greater premiums, loyalty and growth.

That’s why at Brand Genetics we champion Positive Innovation. Leveraging insights from the human sciences, we put positive human experience at the heart of the innovation process – helping develop innovations that facilitate and foster true happiness and wellbeing to help people, the planet and profits thrive.

As champions of ‘Positive Innovation’ we have identified 18 scientifically validated insights to help you develop innovation that drives human happiness. We happily share these for you to use as inspiration and guidance at www.brandgenetics.com/positiveinnovation.

Please get in touch if you want to learn more about how to use Positive Innovation to put a smile on your customers’ faces and create positive futures for your community, your environment and your business.

WHAT CLIENTS HAVE SAID

“Our Global CMO described your consumer strategy as ‘the best strategic deck he had ever seen’”

Global Insights Director, AB Inbev

“We are using the work we did with Brand Genetics as a best practice example of consumer co-creation and innovation - speed, technique, delivery”

Senior Global Insight Manager, Reckitt Benckiser

“You added tremendous value to the whole creative process, building inspiring platforms that were a key pillar for the idea generation and involving exciting external catalysts”

Global Innovation Director, Bacardi Global Brands

“Your programme has challenged, inspired and impressed us all - the team has loved every minute. You’ve given us new ways of thinking and new tools to move us forward”

Innovation Marketing Manager, Warburtons
If you want to learn more about how Brand Genetics’ human-first approach can unlock growth for your business, please get in touch

Tom Ellis
tom.ellis@brandgenetics.com
+44 (0) 7815 896 098

Andrew Christophers
andrew.christophers@brandgenetics.com
+44 (0) 7967 175 623

London | São Paulo | New York
www.brandgenetics.com