

A close-up, high-resolution photograph of a woman's face, focusing on her eyes and mouth. She has light green eyes with dark eyeliner and mascara, and her lips are a soft pink. Her blonde hair is styled in loose waves. The background is a soft, out-of-focus grey.

HOW CAN YOU UNLOCK NEW GROWTH?

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



*TECHNOLOGIES CHANGE,
BUSINESSES CHANGE,
MARKETS CHANGE...*

*THE ONE CONSTANT IS
HUMAN NATURE*

HOW HUMAN-FIRST CAN HELP YOU

WHAT WE DO

HUMAN-FIRST INSIGHT

*How we uncover
new growth
opportunities*

- **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

*How we identify
positive futures for
your business*

- **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

*How we supercharge
internal engagement
and accelerate change*

- **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

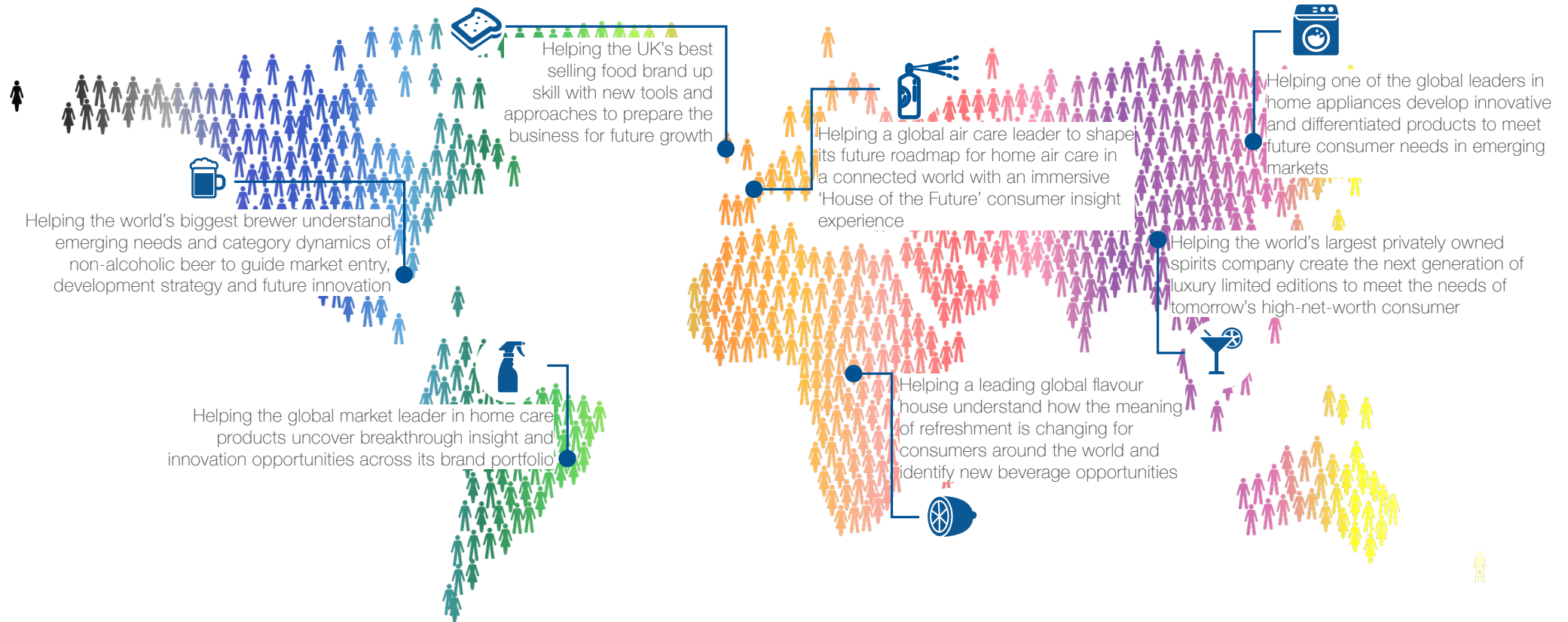
- **Psychological Frameworks** – scientific insight to get to deeper, unspoken human motivations
- **Consumer Conversations** – interviews and discussions using empathic approaches to gather rich emotional insight and reveal hidden needs
- **Digital Insight** – extract human insights from the wealth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

- **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

- **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 IN ACTION

Brand Genetics has helped a diverse range of businesses around the world – applying human-first thinking to drive real growth



A TASTE OF OUR THINKING

NEXT GENERATION INSIGHT

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



How to appeal to women in the #metoo era



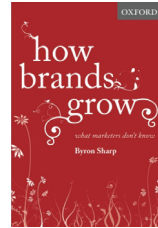
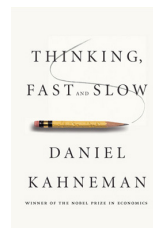
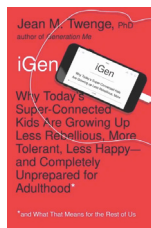
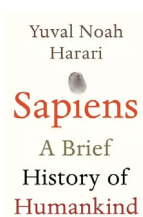
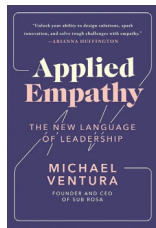
Decoding the future of masculinity



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



HUMAN EXPERIENCE (HX) BLOG

For our weekly update on the latest in human-first thinking check out our blog: <https://medium.com/@BrandGenetics>



*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***

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

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Unlocking growth
by thinking human first