



BRAND GENETICS HEALTHCARE INNOVATION

AN INTRODUCTION TO BRAND GENETICS

PRIVATE AND CONFIDENTIAL

BRAND GENETICS
CATALYSES GROWTH
BY USING
HUMAN-FIRST THINKING
TO UNDERSTAND WHAT
PEOPLE WANT NOW
& **IN THE FUTURE**



WE HELP TACKLE FUTURE-FOCUSED STRATEGIC CHALLENGES:

Identify how to
win in today's
market – and
tomorrow's

Spot next-
generation
growth
opportunities

Make smarter
decisions
about how
to be fit
for the future

Create new
products,
propositions
& services to
attract customers

HELPING LEADING GLOBAL BUSINESSES BECOME MORE HUMAN-CENTRIC



ACROSS THE WORLD...



Our work takes us from London to Lagos, Manhattan to Mumbai, Singapore to Shanghai

As well as offices in London, New York City & São Paulo, our carefully chosen local network gives us global reach and our experienced central team ensures consistent excellence

DON'T HIRE US IF YOU WANT...

A BIG AGENCY – we're boutique but agile and fast, rather than being big and corporate

A QUANTITATIVE FOCUS – we are focused on understanding why people do what they do and what they want next. Whilst we happily use data to inform our thinking, just measuring what people do is not our thing.

'OFF THE WALL' CREATIVE THINKERS – we're structured strategic problem solvers, not wild and wacky creatives (though we love working with those guys!)

EXECUTIONAL DELIVERY – we're thinkers, not makers; our specialism is front-end insight and innovation (though we recognize the importance of making our thinking 'real' and realistic)

A COMFORTABLE RIDE – succeeding in the future will be challenging, so we believe we need to be as well: we will challenge your sacred cows, provoke fresh thinking and speak truth to power

HOW HUMAN-FIRST INSIGHT & INNOVATION CAN HELP YOU



SCIENCE

+

EMPATHY EXPERIENCES

=

UNIVERSAL HUMAN TRUTHS

Grounding our thinking in established scientific and psychological models to guide our insight exploration

Immersing ourselves in people's lives to 'walk-in-their-shoes' and understand what really makes them tick

Bringing together science and empathy gets us to a real depth of understanding – allowing us to see what is universal and where there are nuances we need to consider

WE KNOW COVID-19 IS REDEFINING THE VALUE OF HEALTH



GWYNETH'S GOOP WAS PART OF A CONSCIOUS LIFESTYLE CHOICE

Previously, the majority were largely able to take their health for granted. 'Wellness' was a conscious lifestyle choice centred around enhancement - evidenced by the meteoric rise of the mainstream wellness industry, from nutrition to exercise



PEOPLE DON'T WANT TO GO BACK TO 'NORMAL'

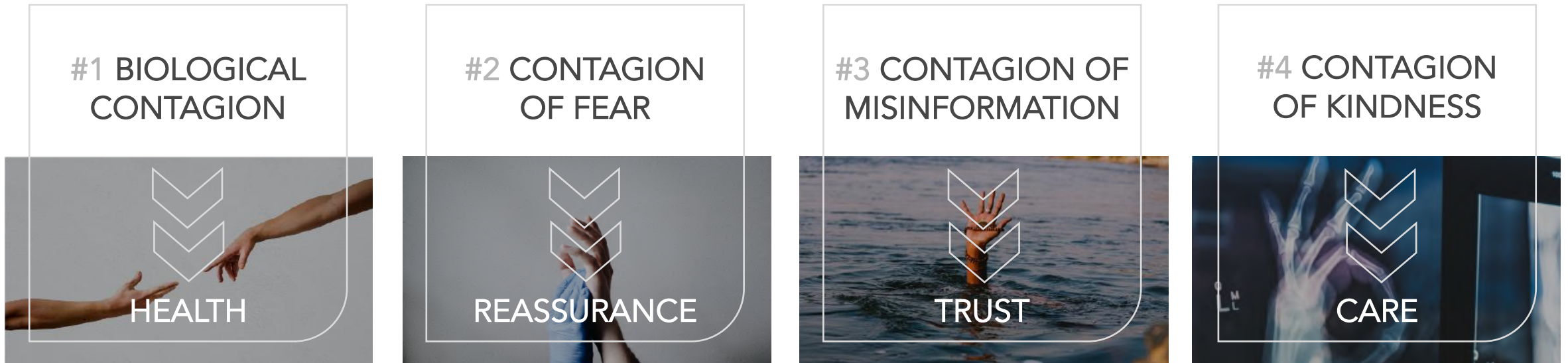
We're seeing a renewed appreciation for our own physical health - what it means to be healthy has taken on a new potency as physical and mental (psychological and emotional) wellbeing is increasingly challenged



PEOPLE SEEK GREATER CONTROL OVER THEIR PHYSICAL HEALTH

People no longer see health is an easy choice, when it comes to health there is no guaranteed success. This sense of control over our health and the complacency of wellness narratives have been shaken by the devastation of COVID-19

THE PSYCHOLOGY OF PANDEMICS EXPLAINS THE KEY HUMAN NEEDS UNDERPINNING THIS HEALTH CRISIS




The biological contagion catalyses three additional contagious responses: contagions of fear, dis-information and more positively, contagion of kindness. Using this model, we can identify and understand emerging consumer behaviours, showing how the contagions impact on health needs, motivations and priorities as people respond to this abrupt change in their priorities and perspectives

EACH CONTAGION OF THE PANDEMIC PRESENTS NEW OPPORTUNITIES FOR HEALTHCARE BRANDS

#1 BIOLOGICAL CONTAGION




From reactionary medical behaviours – to engaging in more proactive healthcare




Focus on tools and services that maintain a more stable 'healthy' state, to prevent longer-term health problems developing

#2 CONTAGION OF FEAR

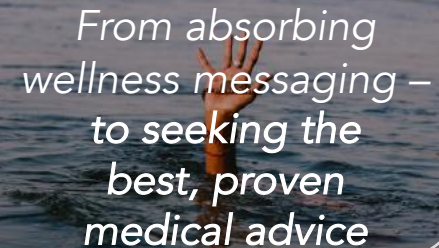


From depending on outside help for healthcare - to necessary, at-home DIY self-reliance




Deliver positive digital healthcare experiences that drive efficiency & efficacy in parallel with the reassurance & care from HCP to patient

#3 CONTAGION OF MISINFORMATION

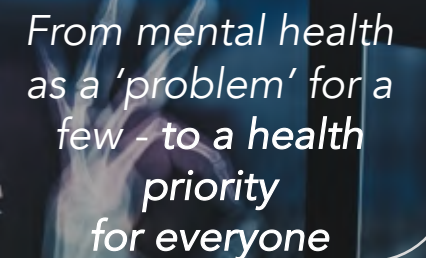


From absorbing wellness messaging – to seeking the best, proven medical advice



Build trusted tools & services - ensuring they are *the* credible sources of expertise, information & advice

#4 CONTAGION OF KINDNESS



From mental health as a 'problem' for a few - to a health priority for everyone



Design services to deliver healthcare that cares for people's emotional, mental & physical state

WE BELIEVE **KINDESS** IS KEY TO UNLOCKING ALL HEALTHCARE SOLUTIONS

[We know there is a positive feedback loop](#) between kindness and happiness: kindness makes you happy and happiness makes you kind

At Brand Genetics we believe in '[Positive Innovation](#)', which means innovating with people's happiness and wellbeing in mind – it is the fundamental driver of behaviours

By making human happiness a key objective, Positive Innovation can help humanise innovation and tap into a fundamental and universal human goal; the desire for happiness. It can also help deliver profitable new products and services that drive growth and keep people coming back for more: a happy win/win





POSITIVE INNOVATION IS ONLY MADE
POSSIBLE BY THINKING & ACTING
HUMAN-FIRST

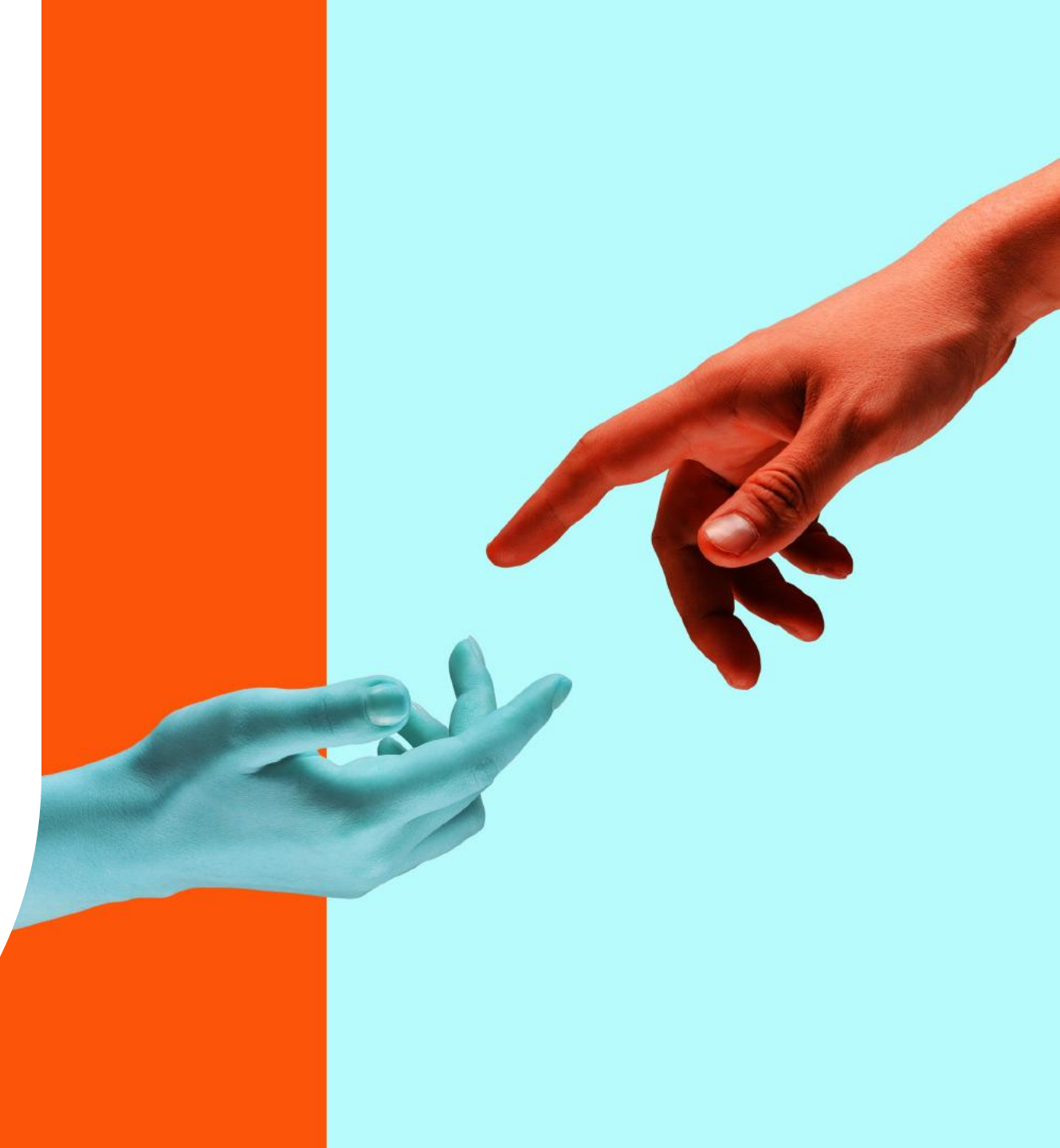
HOW HUMAN-FIRST INSIGHT & INNOVATION CAN HELP YOU

#1 BIOLOGICAL CONTAGION

Key need: to preserve and maintain physical health

Opportunity: develop and refine tools to proactively maintain a more stable 'healthy' state, to prevent longer-term health problems developing

Thinking human-first: understand how to improve at-home healthcare experiences; defining core needs, barriers & triggers across digital and physical touchpoints



A close-up, low-angle shot of a man with short dark hair and a light beard, wearing dark-rimmed sunglasses. He is holding a clear plastic cup with a black straw to his lips. The background is blurred, showing warm, bokeh lights, suggesting an indoor setting like a bar or restaurant at night.

#1 BIOLOGICAL CONTAGION

WE REDEFINE EXPERIENCES AROUND **CORE HUMAN** **GOALS**

Being the first-choice healthcare tool or service means more than fulfilling physical needs, the experience must fit within everyday lifestyles in accessible ways. To do this we have to think human first, 'user' second

Humans are goal driven. For products and services that resonate most deeply with an audience we must discover and define their life enhancing goals & positive motivational drivers and then understand how your brand can enable people to achieve these

By anchoring our thinking in real, deep seated human motivations, we develop solutions that have a meaningful impact and deliver a competitive advantage

#2 CONTAGION OF FEAR

Key need: reassurance from medical experts & HCP

Opportunity: deliver positive digital healthcare experiences that drive efficiency & efficacy in parallel with the reassurance & care from HCP to patient

Thinking human-first: understand the functional and emotional pain points of the DGx experience from the HCP and consumer POV





#2 CONTAGION OF FEAR

WE DESIGN WITH EMPATHY IN MIND

Experiencing illness and ill-health threaten may threaten our physical capabilities but worrying about and coping with illness is also emotionally debilitating

DGx could deliver expert reassurance to consumers but we must ensure the risk of [cognitive overload](#) is minimized and the experience itself is positive for both HCP and consumers

Empathy is the ability to see and feel things from someone else's perspective. We use a series of scientifically validated empathy-based research techniques to truly understand people. This empathic understanding is critical to build trust, reassurance and connection to ensure optimal engagement and compliance across all touchpoints

#3 CONTAGION OF MISINFORMATION

Key need: trusted, reliable information to stay safe

Opportunity: build trusted tools & services - ensuring they are *the* credible sources of expertise, information & advice

Thinking human-first: design services to deliver healthcare that cares for people's emotional, mental & physical state



#3 CONTAGION OF MISINFORMATION



WE UNCOVER **UNIVERSAL HUMAN TRUTHS**

People are looking for expertise they can trust that cuts through the noise and confusion of the online disinfodemic

Becoming the credible source of expertise means understanding what is most important to people – their values, not just behaviours

We know what unites humanity is more powerful than what divides it: so we seek the deeper human truths that cross cultures and markets – using scientific and empathic techniques to get past the 'can't say, won't say' challenge, getting us close to consumers

WHAT ARE HUMAN-FIRST PRINCIPLES PUT INTO PRACTICE?



CONSUMER JOURNEYS: UNspoken EMOTIONAL & FUNCTIONAL NEEDS

Immersive exploration with women at different stages of their journey to conceive from planning to needing medical help allowed us to plot their journey with rich insight at every stage. This provided invaluable strategic guidance for targeting & appropriate information for every step – and critically, unlocked the product's complex technical point of difference in an accessible and meaningful way



LIFE IMMERSIONS: A DEEPER UNDERSTANDING OF 'TABOO' SUBJECTS

Looking at the challenge from a range of different perspectives- extreme consumers, experts, online research and F2F interviews in China, Spain and the US – we were able to uncover intimate 'gateway' needs that unlock strategic insight for further innovation opportunities



FOUNDATIONAL INSIGHT: SETTING THE SCENE

We developed an innovative cultural immersion approach which combined individual responses and group dynamics to give strong foundational insights about the potential of the category. A series of consumer workshops followed to develop, refine and iterate a brand position that drove distinctiveness, engagement and excitement

HOW DOES HUMAN-FIRST TRANSLATE **ONLINE-ONLY**?

We believe in the power of agile thinking and agile working. We have long-standing partnerships with online platforms and established online methodologies to ensure the same high quality research both on & offline



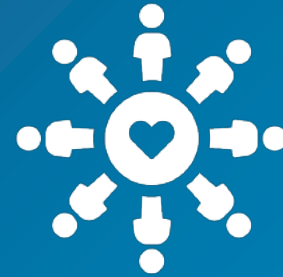
IN-DEPTH CONVERSATIONS

*e.g. IDI's and
interviews*



VIEWED GROUPS

*e.g. 1-2hr focus
groups, viewed
'behind the screen' or
recorded to view
immediately*



COHESIVE COMMUNITIES

*e.g. ongoing groups
with daily or weekly
assigned tasks, like
shop-a-longs or diaries*



GLOBAL WORKSHOPS

*e.g. internal
alignment,
collaboration with
consumers, experts &
internal stakeholders*

IF YOU'D LIKE TO HEAR MORE, PLEASE GET IN TOUCH

Fiona Barnett

Fiona.barnett@brandgenetics.com

Mia Christophers

Mia.christophers@brandgenetics.com

Nathania Messer

Nathania.messer@brandgenetics.com

London | São Paulo | New York

www.brandgenetics.com



Unlocking growth
by thinking human first

