



AN INTRODUCTION TO BRAND GENETICS

**IN A WORLD THAT'S CHANGING
EVER FASTER – HOW CAN I
CONFIDENTLY MAKE LONG-
TERM BUSINESS DECISIONS?**



TECHNOLOGIES CHANGE,
BUSINESSES CHANGE,
MARKETS CHANGE –

THE ONE CONSTANT IS
HUMAN NATURE

AT BRAND GENETICS WE HELP BUSINESSES SOLVE
COMPLEX CHALLENGES AND UNLOCK POSITIVE GROWTH
BY GIVING THEM A NEW WAY TO SEE THE WORLD:
HUMAN-FIRST



A HUMAN-FIRST PERSPECTIVE REVEALS INSIGHT, CREATES OPPORTUNITY & DRIVES IMPACT

**INSIGHT
UNDERSTANDING &
LEVERAGING
HUMAN BEHAVIOUR**

***CLARITY & STRATEGIC
DIRECTION***

Helping clients understand, explain and leverage insights from human behavior

**OPPORTUNITY
TRANSFORMING
BRAND & BUSINESS
STRATEGY**

***POSITIVE GROWTH
OPPORTUNITIES***

Unlocking tangible growth solutions that deliver against real human needs and desires

**IMPACT
CATALYSING
POSITIVE CHANGE
& MEANINGFUL
IMPACT**

***IMPACTFUL WORK TO
BE PROUD OF***

Delivering outcomes in ways that engage and motivate stakeholders to act upon them

OUR AGILE TEAM BRINGS DIVERSE EXPERTISE & EXPERIENCE ACROSS INSIGHT, INNOVATION & STRATEGY



WE WORK GLOBALLY TO UNCOVER RICH HUMAN TRUTHS & DECODE THE OPPORTUNITIES THEY PRESENT



DON'T ENGAGE US IF YOU'RE LOOKING FOR:

A BIG AGENCY – we're boutique, we utilize our scale to drive speed and agility

PURE QUANT – we specialize in qualitative approaches that help us uncover unspoken needs and new opportunities, using data and measurement where appropriate to provide added confidence

A BLACK BOX SOLUTION – we believe partnership is the basis from which true impact springs

'OFF THE WALL' CREATIVITY – we're strategic problem solvers; we use clear insight and strategic thinking as a springboard to identify inspiring and actionable opportunities

EXECUTIONAL DELIVERY – our specialism is front-end insight, innovation and strategy (and we recognize the importance of making our thinking both 'real' and realistic)

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

I FREQUENTLY GET THE QUESTION:
**'WHAT'S GOING TO CHANGE IN
THE NEXT 10 YEARS?'**

THAT'S A VERY INTERESTING QUESTION
AND A VERY COMMON ONE.

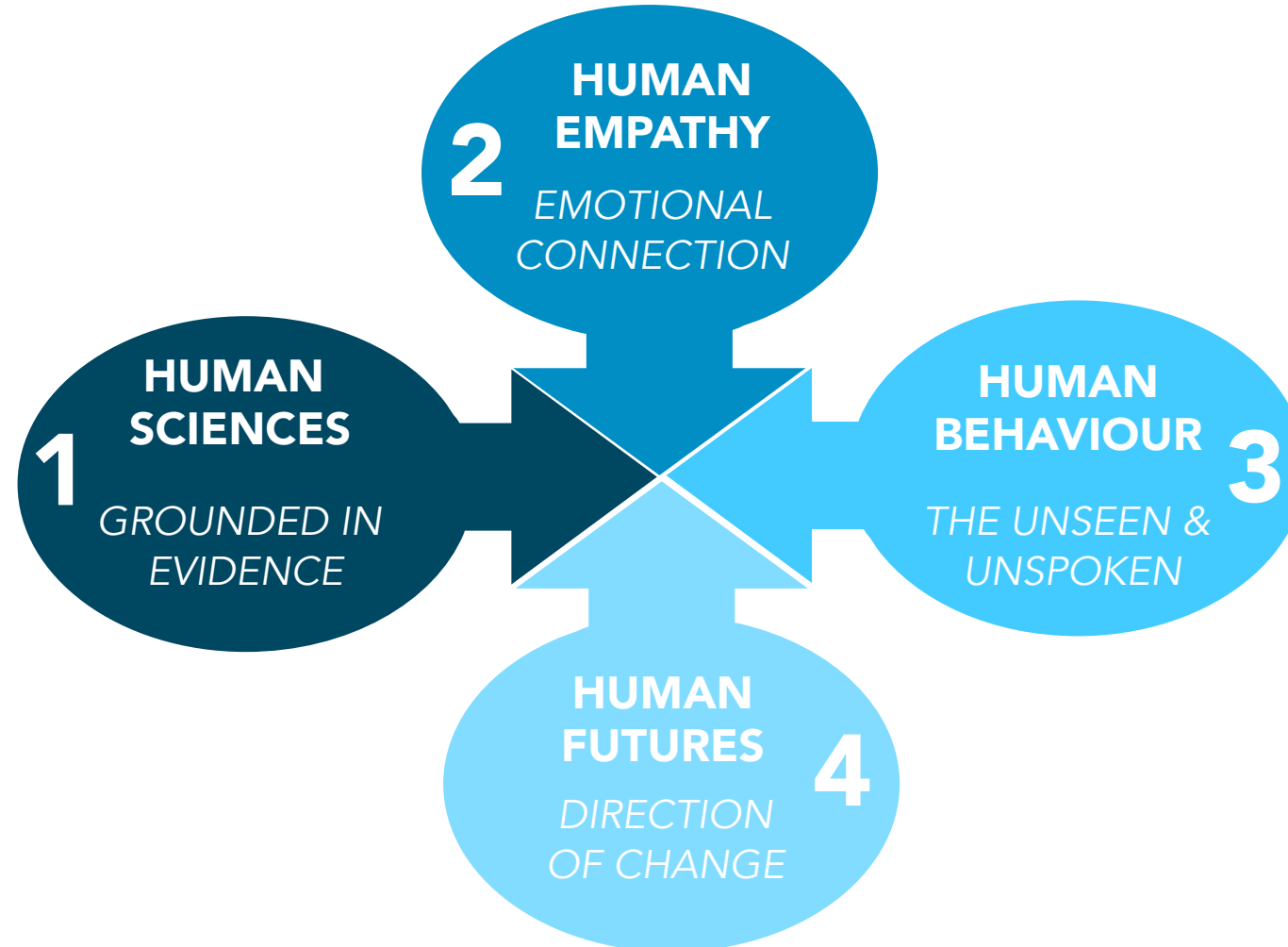
I ALMOST NEVER GET THE QUESTION:
**'WHAT'S NOT GOING TO CHANGE
IN THE NEXT 10 YEARS?'**

AND I SUBMIT TO YOU THAT THAT
SECOND QUESTION IS ACTUALLY THE
MORE IMPORTANT OF THE TWO –
BECAUSE **YOU CAN BUILD A
BUSINESS STRATEGY AROUND THE
THINGS THAT ARE STABLE IN TIME.**

*Jeff Bezos,
CEO - Amazon*



WE USE FOUR DISTINCT LENSES TO PINPOINT A HUMAN-FIRST PERSPECTIVE – AS OUR BASIS FOR ROBUST, EVIDENCE-BASED INSIGHT & CONSULTANCY



#1: HUMAN SCIENCES

We ground our thinking in evidence-based models and insights from psychology and behavioural science (inc COM-B; behavioural heuristics; ARC). We also leverage the rich existing learnings from these disciplines to create insight frameworks.

Doing this reveals universal human values, deeper truths & real motivations. These are the human constants we can be confident in despite an ever changing world

CORE TOOLS / METHODOLOGIES INC:

Psychological deep dives

Behavioural science meta-analysis

Expert interviews



HOW DO YOU SHOW WHO INFLUENCES THE INFLUENCERS?

THE CHALLENGE

The Economist wanted to drive advertising revenue by demonstrating not just the size of it's readership – but their influence

OUR SOLUTION

Our psychology team conducted a meta-analysis of existing research into the power of influencers – profiling who they are, what makes them influential and their impact on others. Further analysis using validated 'influencer scales' showed Economist readers were significantly more likely to be opinion-leaders than the general population. Together these were released as a B2B report and media push



#2: HUMAN EMPATHY

We seek to immerse ourselves fully in people's lives to 'walk in their shoes', explore what makes them tick & gain a deep emotional understanding

We leverage empathic research techniques that emphasise connection to establish first-hand experience and real-world understanding of your audience – where possible involving client teams too.

CORE TOOLS / METHODOLOGIES INC:

Immersive research experiences

In depth Interviews and Friendship hang outs

Consumer closeness and co-creation



HOW DO YOU GET UNDER THE SKIN OF GEN Z?

THE CHALLENGE

PepsiCo Food Service needed to show its customers it had real insight into Gen Z – and what this meant for the industry in future

OUR SOLUTION

We distilled existing research to find evidence based insights on Gen Z, and added a food service perspective via ethno hang-outs with diverse Gen Z members. The insights helped shape PepsiCo's approach to this 'next generation', with highlights presented at the US's biggest food service conference, positioning PepsiCo as thought leaders



#3: HUMAN BEHAVIOUR

We take a behaviour and decision-led approach – using varied data sources (qual, quant, offline, online) to observe, track and understand real-life behaviour & decisions

Where possible we look to test hypotheses with your audience in realistic ways. Doing so helps reveal the often unseen & unspoken – enabling more accurate insights.

CORE TOOLS / METHODOLOGIES INC:

Ethnography (digital & f2f)

BGx (mapping online behaviour)

Decision-led qualitative discussions

Micro-communities

Agile 'Test and Learn' approaches



HOW DO YOU DEFINE THE MEANING OF NATURALNESS?

THE CHALLENGE

Symrise, a leading fragrance & flavor house, wanted to create innovating for their clients that would be relevant to consumer needs

OUR SOLUTION

We used a combination of naturalness 'safaris', expert interviews and consumer ethno-depths (in-store and in-home across 5 countries) to identify 6 key drivers of naturalness, bring to life key trends and create 12 future-focused platforms. These acted as a blueprint to to inspire and guide innovation and engaging content to stimulate client conversations



#4: HUMAN FUTURES

We look to the 'edges', drawing on divergent perspectives to map the true direction of change and provoke fresh thinking on how the world is evolving.

Together with our understanding of enduring human nature, current behaviour, motivations and barriers, this allows us to plot the likely trajectory of a market opportunity.

CORE TOOLS / METHODOLOGIES INC:

Delphi Expert Synthesis

TrendCrunch

Pioneer Panels

BG Hive Mind



WHAT IS **THE FUTURE OF MEAT?**

THE CHALLENGE

Tulip, a leading UK meat company, wanted insight into the direction of change for meat to better position for future success

OUR SOLUTION

Through an immersive approach of expert interviews, trend safaris and in-home consumer depths we gave the team a rich, first-hand insight into the changing landscape. We developed a category map to show consumer needs and the role of meat. This was the basis on which we identified key opportunities for the business to grow and helped to develop a vision and category leading position



“We’ve been revisiting the predictions and a lot have come to fruition”

WE DELIVER OUTCOMES IN WAYS THAT ENGAGE STAKEHOLDERS AND CATALYSE PROGRESS

ACTIONABLE

Clear and applicable
insights that drive
real change

RELEVANT

Rooted in real
understanding of
your business

ROBUST

Evidence-based to
for more confident
decision making

CLEAR

Engaging thinking
that is easy to
communicate

ULTIMATELY HELPING TO CREATE **ENDURING IMPACT**

Our human-first approach helps us go beyond project delivery to build longstanding engagement within the organisation.

To create real impact we work to engage internal audiences emotionally and rationally – telling human stories and bringing insights to life to drive empathy, moving and motivating stakeholders to drive real change



WE HAVE A STRONG TRACK RECORD IN DELIVERING VALUE FOR WORLD LEADING COMPANIES

DECODING REFRESHMENT



We helped a leading global flavors producer understand what refreshment meant to consumers – bringing this to life internally as a blueprint for ingredient innovation

UNDERSTANDING THE FUTURE HOME



Working with leading edge consumers to gain foresight, we helped RB identify the most relevant future opportunities – and challenges – in the connected home

MAPPING BEAUTY'S SUSTAINABLE FUTURE



Understanding the global conversation around sustainability in prestige beauty – from experts, influencers & consumers – to define the Estée Lauder sustainability roadmap

DEFINING THE FUTURE OF KIDS NUTRITION



Helping a healthcare client understand child nutrition – inc. parent-child feeding dynamics – in order to develop a vision of the category future and guide new product development



**IF YOU WANT TO
UNLOCK GROWTH BY
GETTING A HUMAN-
FIRST PERSPECTIVE
PLEASE GET IN TOUCH**

PRIVATE AND CONFIDENTIAL

| 24 Fitzroy Square | London W1T 6EP | UK | +44 (0)20 7700 2700 | www.brandgenetics.com