

future thinkers

Identify consumer trends early, relate them to your business and provide a pragmatic view on how these changes will impact your business. The evolutionary nature of this programme enables you to respond to issues ahead of the competition.

how it works

With the unique combination of our knowledge of consumer behaviour together with our community-led research approach, the real value lies in the study of behaviour as it unfolds.

By inputting into the constantly evolving agenda you have full access to the dynamic research community, giving real-time, up to the minute insight into the behaviour of today's consumers.

Not only this, but you also have the option of inputting your own individual customers, questions and needs. We will also give you 2 full in-house research debriefs per year, telling you what customers are thinking and identifying key trends.

Through the application of online focus groups, diary studies, surveys, polls and forum discussions we get away from what customers 'think' they are doing and instead learn what they are actually doing – offering clients a timely 'barometer' of the current trends. However, unlike a traditional 'vox pop' barometer, the community is ever-present, and thus open to interrogation, giving researcher and client the opportunity to probe interesting behaviours, immediately, as they emerge, either with individual respondents, target groups or the community as a whole.

'in-focus' projects

Every year we put 3 trends under the spotlight and delve deep to explain how consumer behaviour is changing and what this means for the future of your business. Combining thorough desk research with traditional qualitative and quantitative techniques, we don't just collect data or merely describe what people do; we explain the reasons behind their behaviour, what motivates them and why they behave in the way they do.

what you get

community members

- Access to the ongoing research community
- Input into the monthly research agenda
- Suggest topics, mould objectives, ask specific questions
- Invite/input your own customers to take part*
- Regular research updates
- Quarterly summary report in PowerPoint

* Additional recruitment fees may apply depending on availability of your own data

knowledge partners

- Full access to 3 'in focus' projects a year
- Mould research objectives and approach
- 3 in-house research debriefs per year
- Specific implications for your category

	newsletter	associate member	community member	knowledge partner	strategic partner
newsletter	✓	✓	✓	✓	✓
3 summary reports	✗	✓	✓	✓	✓
community access	✗	✗	✓	✓	✓
in-house debriefs	✗	✗	✗	✓	✓
3 syndicated projects	✗	✗	✗	✓	✓
consultancy	✗	✗	✗	✗	✓

strategic partners

At any time you have the option of adding your own dedicated ad hoc strategic project. By creating a 'satellite' community and adding your own specific research brief, we will consult with you on the current business issues to deliver a strategic project that highlights the key trends and future predictions for your business. We can also add on additional research using CATI, in-depth interviews, focus groups or online surveys.

future proof your
company now!
phone 015395 65450



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