

Consumer Insights for Sustaining Brand Relevance

Brand Amplitude is a market research and brand strategy firm that helps brands connect with Millennials and other consumers and amplify their messages in an era when attention is a scarce commodity. Brands need to stay top of mind and relevant with a clear purpose and an in-depth understanding of what matters to customers.

At Brand Amplitude, we keep our finger on the pulse of the latest market research techniques and match them to clients' needs. Our right-sized qualitative and quantitative methods draw on both traditional and new research methods to uncover deep insights about what drives customer decision-making. Our experience as marketing practitioners allows us to leverage these insights into winning brand and marketing strategy recommendations.

Our Unique Approach Starts With Design

We combine insights with practical marketing implications and recommendations. This approach elevates the role of research to ensure the results are actionable and have real business impact. Our ability to partner with clients prompted one client to describe us as a 'black jelly bean,' meaning we don't fit into any one neat category of research or consulting. We adopted the black jelly bean as our rallying cry.

Getting the right answers starts with asking the right questions. Many firms can conduct a survey or focus group. Our special expertise is in designing the sample, method, instrument and analysis to ensure we deliver meaningful results. We start every project by answering five questions:

1. **What is the goal of this project?** Will it generate real insights or merely fulfill a mindless MBO?
2. **Can we leverage existing data to answer the question?** Often companies have the information, it just needs to be reexamined.
3. **Are the people who are charged with solving the marketing problem involved?** If not, how do we get them involved?
4. **What is the most efficient way to do the research?** Are there ways to combine steps or samples, using a hybrid design?
5. **How can we push the data harder to reveal deeper insights?** For us, underanalyzed data is 'research malpractice' and a big issue for our industry.

Our Clients Include...



kate spade
NEW YORK

Campbell's

J.CREW

MCKESSON
Empowering Healthcare



Research Tools for Actionable Consumer Insights

Our expertise includes tried-and-true methodologies for tracking, laddering interviews and online focus groups. We also like to create new methodologies using innovative data gathering technologies that make talking to consumers in real time, where they live and shop, easier and more natural.

Our go-to research platforms include Opinion-Chat for in-depth-interviews, Qualtrics for quantitative surveys, and the leading sample provider, ResearchNow, for both B2B and consumer survey samples. We do 100% of the design, analysis and reporting in house, as well as our own recruiting for qualitative research.

Brand Amplitude has special expertise in the following types of studies:



Laddering Research for Decision-Mapping

Understanding how consumers make decisions is the first step toward influencing those decisions. Our online tool for conducting and analyzing laddering interviews quantitatively identifies the hierarchy of features, benefits and values that drive brand differentiation and choice.



Exploratory Qualitative Research for Innovation and Positioning

One of the biggest challenges of qualitative research is recruiting the right respondents, cost effectively. We use online surveys to screen respondents for follow-up studies that explore the “why’s” behind their answers, including online focus groups and “pop-up” communities of 40-50 members.



Customer Profiling, Need States and Segmentation

Customer segmentation is overused and under-utilized. Segmentation should be actionable, based on the behavior and attitudes of the brand’s current best customers and most likely prospects. Identifying need states and occasions provides context for customer decision-making and purchase triggers.



Custom Market Trends Identification

Keeping up with changing consumer tastes and culture is critical to maintaining relevance. We have conducted custom analyses in for clients on topics as diverse as food prep, eating out, shopping and fashion, private label, ‘center of the plate’ proteins, convenience foods, technology and more.



Netnography and Meta-Analyses

Consumers are sharing their lives on blogs, Facebook, Twitter, Pinterest, and these platforms provide natural observatories for spotting customer behavior, unmet needs, cultural connection points and brand themes. Combining social media sources with existing research can yield powerful insights.



Concept, Packaging and Message Tests

Quantitative and qualitative feedback is essential to refining ideas for products, packaging, positioning and messaging and avoiding costly mistakes. Our tools include methods for evaluating a range of stimuli, from video and web sites to written statements.



Brand Measurement and Tracking

Brand awareness and perceptions relative to competition are the foundation for building a robust brand strategy and for evaluating progress over time. Our methods are fast and efficient, and often generate fresh insights as well as dashboard KPI’s.

We customize our research approaches to meet each individual client’s needs. Contact us to learn more about how Brand Amplitude can put these tools to work for you.