

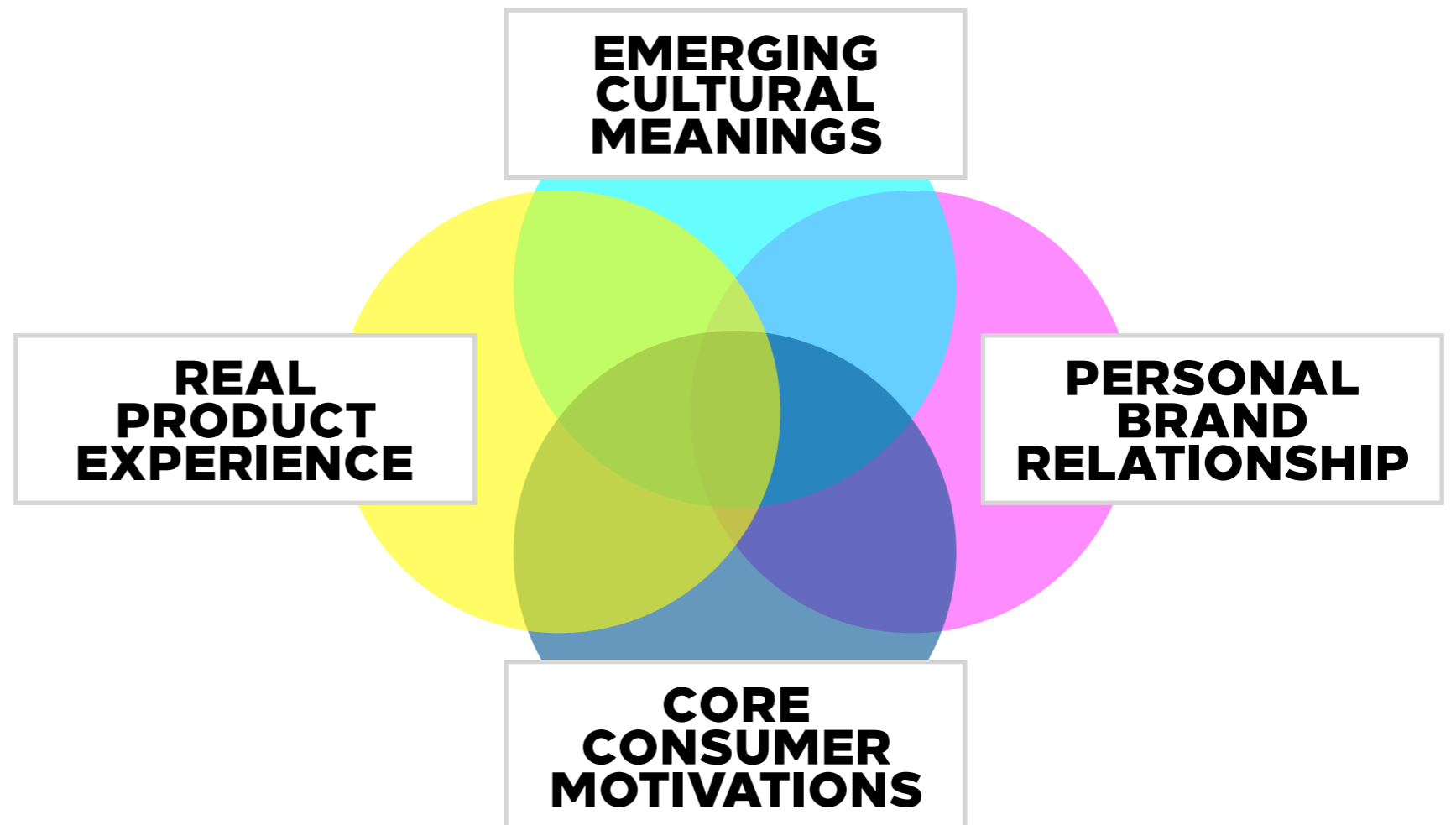


SPEAR

A
Strategic
Insight
Agency
for
Brand
Builders

WE ARE A STRATEGIC INSIGHT AGENCY

Through creative face-to-face research into the product experience and brand relationship, we help brand builders discover a deep, intuitive understanding of their customer and their brand. We call this **STRATEGIC BRAND LISTENING**.





CLIENT LIST



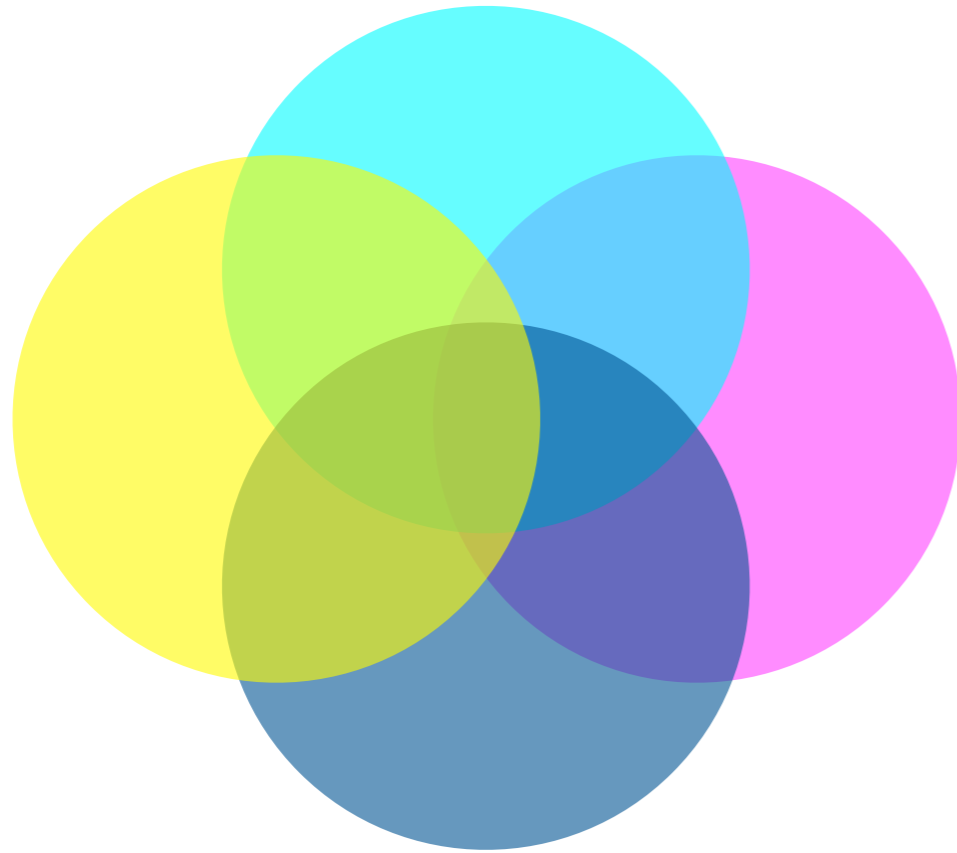


**CONSUMERS
DO
NOT
HAVE ANSWERS.**

**THEY HAVE
EXPERIENCES.**

We believe too much qualitative asks consumers to answer business questions, or solve marketing problems. This is a mistake.

Creative listening provides unique access to the motivations that drive behavior and emotions that shape the customer experience to inform, not dictate, decision-making.



THE FOUR LAYERS OF CUSTOMER EXPERIENCE

The shifting interactions between product & brand, category & culture actively shape the customer experience.



**REAL
PRODUCT
EXPERIENCE**

The product is the story we tell to justify the relationship we want to have with the brand.

The **REAL PRODUCT EXPERIENCE** is the degree to which brand and category are aligned with product to create a satisfied customer.

Observational research identifies emerging shifts and gaps in expectation, experience, and promise.

**THE
FOUR
LAYERS
OF
CUSTOMER
EXPERIENCE**



Consumers have relationships with brands, not products.

The **PERSONAL BRAND RELATIONSHIP** is the set of associations, perceptions & expectations that one develops around a product.

Brand actively shapes product experience, and is shaped by category meanings.

THE FOUR LAYERS OF CUSTOMER EXPERIENCE



**EMERGING
CULTURAL
MEANINGS**

It is self-creation, not self-interest that is the real driver of markets.

Brands are cultural tools -helping individuals identify themselves within and connect to the relevant **EMERGING CULTURAL MEANINGS.**

Brand listening is especially interested in the role that brand plays in helping consumers realize and manifest themselves.

**THE
FOUR
LAYERS
OF
CUSTOMER
EXPERIENCE**



**CORE
CONSUMER
MOTIVATIONS**

Brands are shorthand for categories. Categories are shaped by human needs - motivations that drive behavior.

Every brand operates in a landscape of **CORE CONSUMER MOTIVATIONS**. Understanding the motivations beneath behavior gives brands an edge on the future.

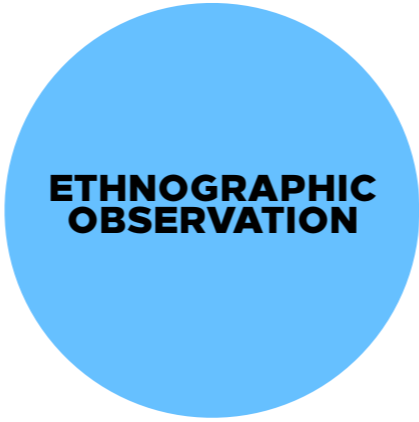
**THE
FOUR
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UNIQUE ACCESS TO THE MOTIVATIONS & MEANING THAT DRIVE BEHAVIOR.



DEEP 1v1 INTERVIEWS & GROUPS

The creative exploration of the core emotional, unconscious, and cultural meanings that drive behavior, build relationships, and shape experience.



CONTEXTUAL RESEARCH & SHARED EXPERIENCES

The immersive observation of category culture and customer behavior in context to uncover insights into real product experience and category meanings.



QUALITATIVE INTERPRETATION OF QUANTITATIVE DATA

The creative analysis, interpretation and expression of existing clients data sets to uncover fresh insights and customer intelligence.



BRAND LISTENING PROTECTS MARKETERS FROM UNRELIABLE DATA.

In our depth interviews and our groups, our listening is designed to mitigate group think and social influence.

We skip introductions to avoid creating a social hierarchy that would influence responses. Our groups are longer to allow context into conversation. All answers are written to capture personal experience.



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