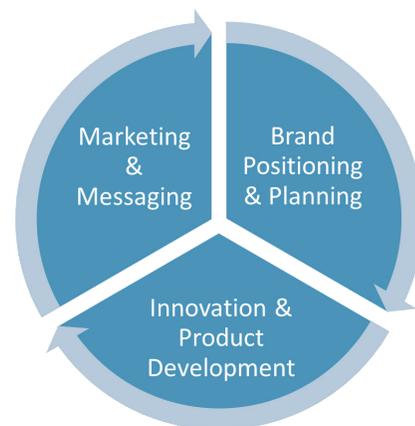


Isn't it time to find answers faster through innovative behavioral research?

You can improve your speed-to and success-in market by changing the way you look at humans and human behavior. Fresh, inventive research approaches can solve your business challenges and uncover new insights into why products succeed.

Seeking change to navigate today's consumer-driven, fast-paced marketplace? Partner with a change agent to elevate your insights capabilities.

Recognized as the NGMR "2017 Change Agent of the Year," InsightsNow has a proven track record of uncovering deeper insights through research, resulting in faster market responsiveness. If you are designing marketing communications, revising brand positioning, or innovating or renovating products—we will help you think and act behaviorally. This will bring a deeper level of understanding by gaining access to the "why" people do what they do—so you know how to take powerful action to quickly influence consumers and customers for in-market success.



*The Approach:
Looking at the Whole Picture*

How to make your research work harder for you

Marketing & Messaging

Identifying moments where consumers can be activated assists marketing teams in knowing how to communicate with messaging that is relevant to the person in the moment. This makes you more effective in reaching who you want to reach, when you want to reach them.

Brand Positioning & Planning

Uncovering moments of opportunities for brands enables brand managers to understand how all the elements of a brand interconnect—benefits, emotions, actions, behaviors, and sensory cues. These brand fingerprints provide better clarity into how to position your brands for successful growth.

Innovation & Product Development

Researching moments provides insights into behavioral white space for new products—focusing innovation teams for success. Targeting moments provide context to rapidly learn via co-creation, co-design, and hybrid testing. This takes you beyond liking to design sensory cues into products for rapid, cost effective translation of the brand promise.

Effective methodology mix to answer your research questions



Recognized industry leadership and client partnership

Whether it is marketing, brand positioning, or product innovation, InsightsNow has been recognized as a proven leader. Our commitment to excellence—and to our client partners—by going beyond expectations has earned us recognition and awards across the fields in which we work. When we collaborate with you, we help you take your research project to the next level of insight.



Let's change the way we look at humans together. Reach out to us to start accelerating your innovation cycle.

