



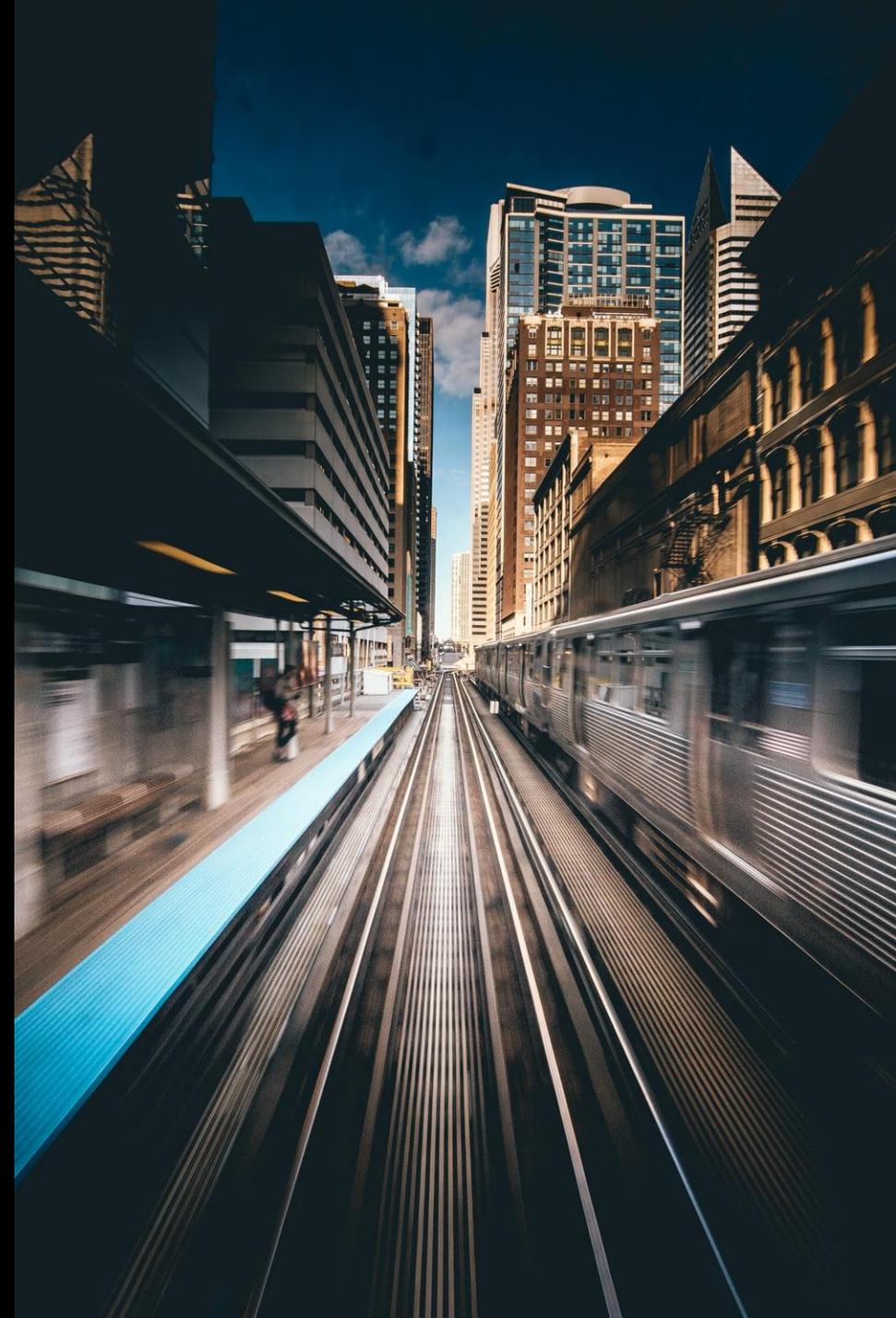
Always On Agile Groups

BRANDSCAPESWORLDWIDE

We live in a fast-moving world where change is the only constant.

Quick, ongoing and quality feedback is critical to stay clued in, to rapidly calibrate and to develop foresight

This requires being 'always on', having a finger on the pulse of the world around us, noting subtle shifts in habits and routines, meaning making, culture and more.



**We bring together group of consumers/
influencers / experts to be your eyes
and ears on the ground - deliver
continuous feedback that can help
shape marketing strategies**

ALWAYS ON, AGILE GROUPS

to help you rapidly calibrate, adapt and pivot brand, product, communication strategies to stay relevant

to help you continually keep a finger on the pulse of your core target / category, to see the influence of context in driving shifts in perceptions, attitudes and behaviors

to help you swiftly identify and act on innovation opportunities to have a competitive edge and continued sustenance

**No more commissioning separate,
expensive and time-consuming focus
groups or depth interviews!**



WHAT YOU GET

Curated Monthly/ Fortnightly Reports

Steady stream of inputs on trends, happenings from the community pertaining to your category

- + Thoughts, moods, expectations related to key category
- + Activities, routines, rituals around the category - what's emerging, what's fading, what's dominant?
- + What are we seeing, hearing, learning about this category?
- + Time commitment of 2.5 hours per week x 2 weeks per month
- + Each month's program and respondent mix can be customized
- + Stories and insights will be delivered to you quickly, in an easy, engaging snackable format... formats open to customisation as per your needs

Plug-in modules – customized

Bespoke research activities involving deep dive into priority areas, evaluate ideas, explore specifics – **at no additional cost**

- + Testing concepts, TVCs, packs, claims
- + Targeted behavioural exploration
- + Lean experimentations – UI, UX
- + Product evaluations
- + Live interactions for targeted discussions
- + And more...

To know more, write to Jayanth at: gmr@brand-scapes.com