

G R O W T H I N A S I A

PARTNERSHIP GUIDEBOOK

Powered by Brandnographer™



1

WHO ARE WE



WE ARE BRANDNOGRAPHER

BRANDNOGRAPHER IS A GROWTH ENABLER

Powered by ethnography, we help corporate by committing their future growth through human-centric design research solution. Our Brandnographers keep digging in the field to discover subtle behaviour cue and eventually yield fruitful business outcome.

SHALL WE TALK





**“WE TAKE YOUR
BUSINESS TO
WHERE YOUR
NEXT
BREAKTHROUGH
SHOULD BE”**

POWERED BY BRANDNOGRAPHER
AN INSIGHT CONSULTANCY

2

WHY BRANDNOGRAPHER



WE SET A NEW STANDARD TO REDEFINE INSIGHT

OUR DIFFERENCE



POWERED BY THICK DATA

Data speaks for itself, Our Ethnography solution is the best research tool to insight generation



QUANTIFY REAL DEMAND

Revolutionary design research tool leveraging big data to identify core unmet needs to maximise ROI



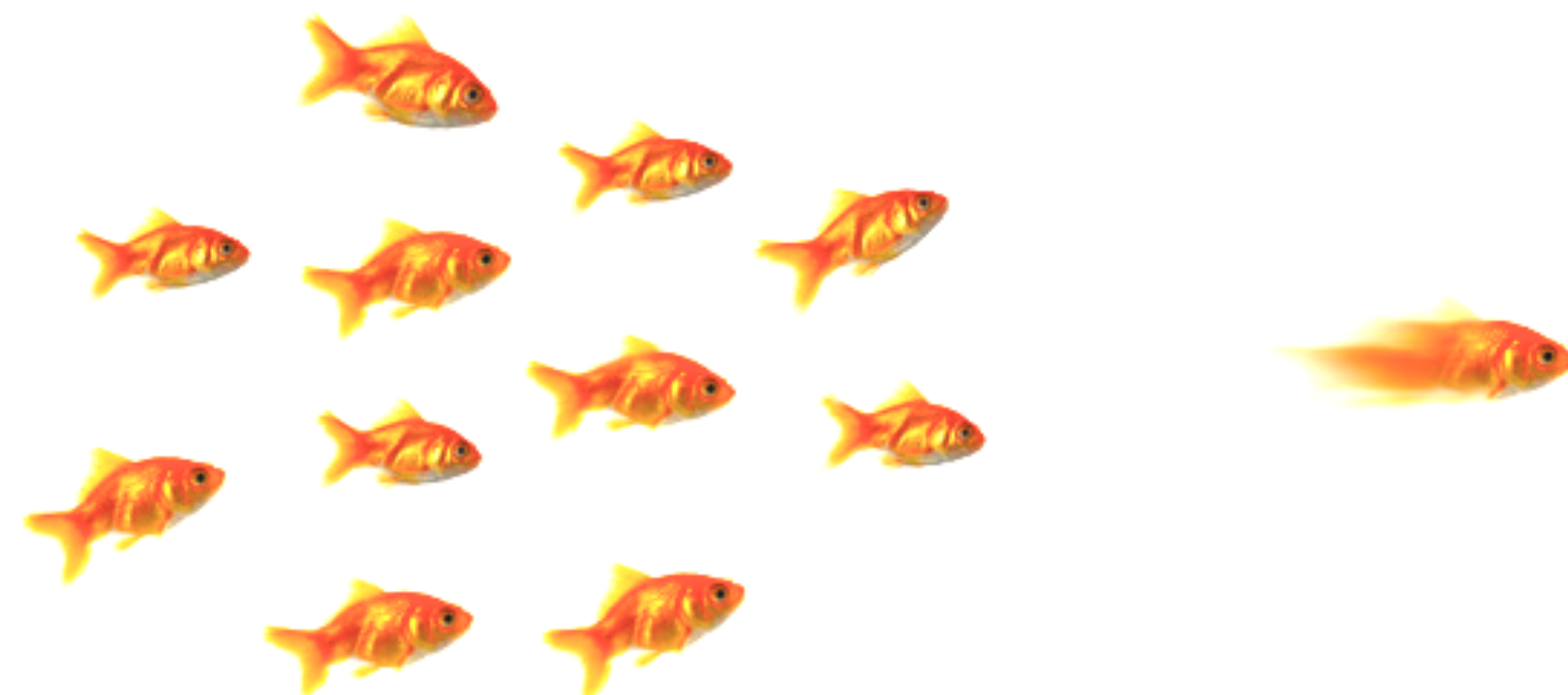
100% ACTIONABLE

Because we can put consumer insight into prototype and real production



REAL TIME IN THE KNOW

Our proprietary social listening tool that always keeps you consumers on your toes



TRY IT NOW

ETHNOGRAPHY

POWERED BY THICK DATA

100%

RECRUITMENT
GUARANTEE

SUPERRESPONDENT® DATABASE
NEW STANDARD TO RECRUITMENT

200+

SENIOR
BRANDNOGRAPHERS

WE SERVE OVER 15 MARKETS
ACROSS APAC, 3 CONTINENTS

90%

CLIENT
RETENTION

HAPPY CLIENTS INCLUDING
GOOGLE, VF, LEGO AND MORE

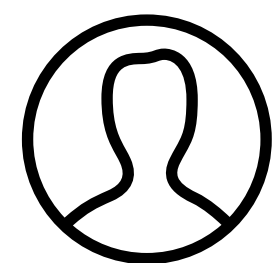
1,500+

ETHNOGRAPHY
SOLUTION

PROJECTS COMPLETION
WITH ACTIONABLE INSIGHT

200+ BRANDNOGRAPHERS

90+ CHINESE BRANDNOGRAPHERS



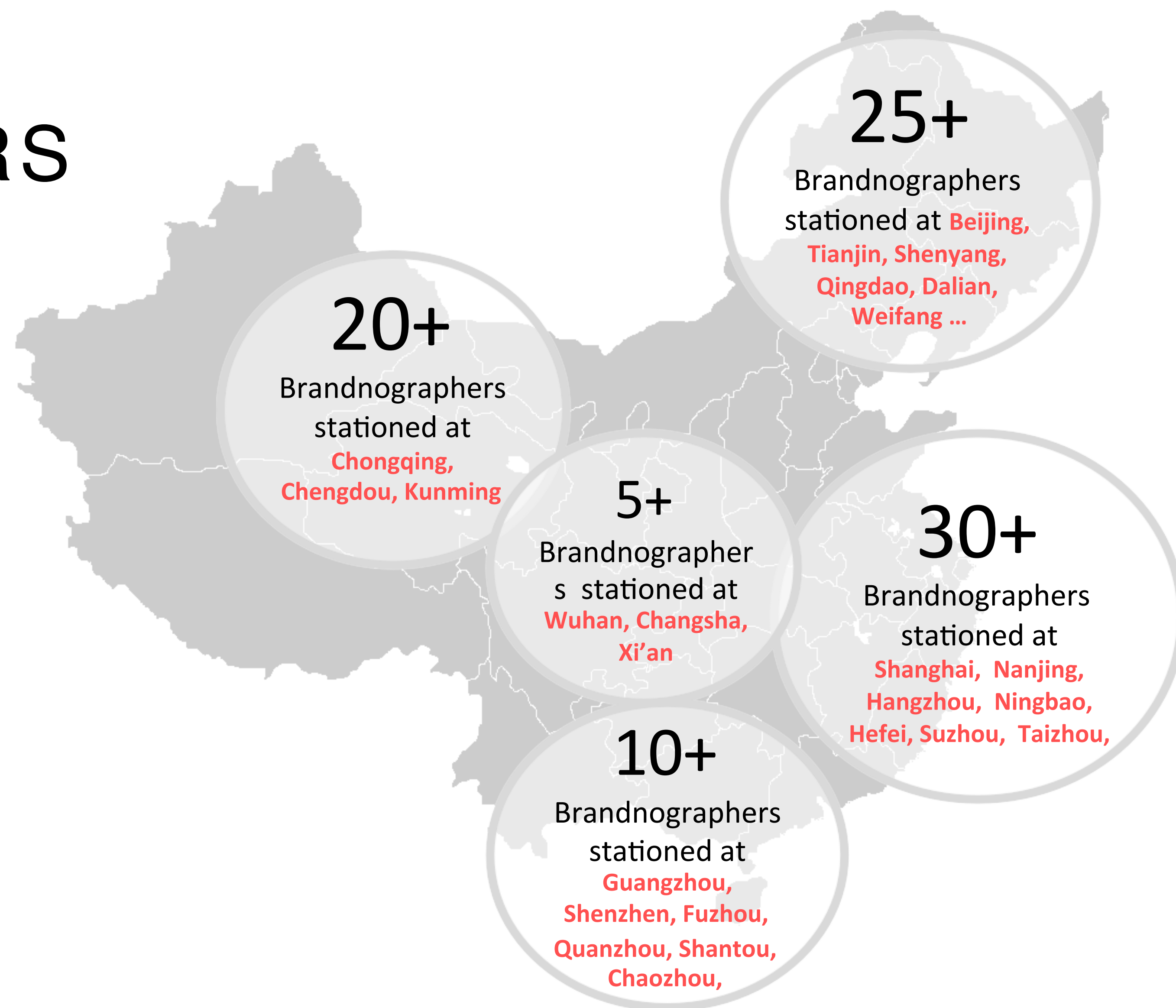
AVERAGE EXPERIENCE
8+ YEARS



FLUENT ENGLISH WITH
LOCAL DIALOGUE

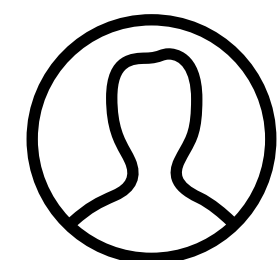


WELL SPREAD FROM
TIER 1 TO 4 CITIES



200+ BRANDNOGRAPHERS

110+ APAC BRANDNOGRAPHERS



AVERAGE EXPERIENCE
10+ YEARS



FLUENT ENGLISH WITH
LOCAL DIALOGUE



PROVEN RECORD OF
MULTI COUNTRIES
PROJECT

10+

Brandnographer
s stationed at
**Japan, South
Korea**

35+

Brandnographers
stationed at
**Taiwan, Hong
Kong, Macau**

60+

Brandnographers
stationed at
**Singapore,
Malaysia, Thailand,
Indonesia, Vietnam**

INSIGHT DELIVERY

100% ACTIONABLE

A new standard for insight deliverable scheme to secure your output is actionable



ON SCHEDULE

Time is money and we have no tolerance to late delivery. If this ever happens, your investment will be refunded



ON SPEC

Our researchers and designers are working seamlessly, meaning that what you see is what you get



ON CALL 24/7

Our project lead is responsible for your questions anytime, meaning that you can take everything into control and be the first in the know



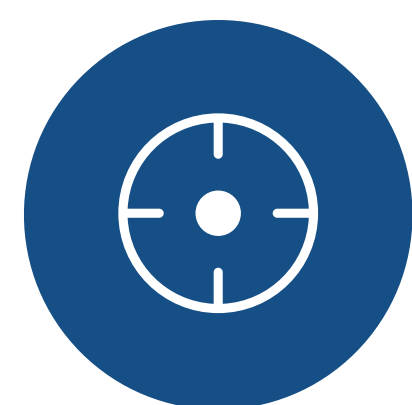
ON WARRANTY

In 3 months time, if you and your team have any follow up question to our report, we are happy to answer any follow up request

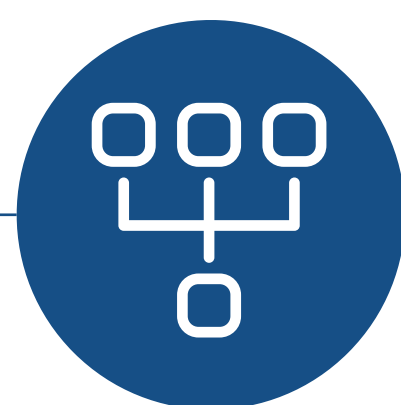
DESIGN RESEARCH

QUANTIFY REAL DEMAND

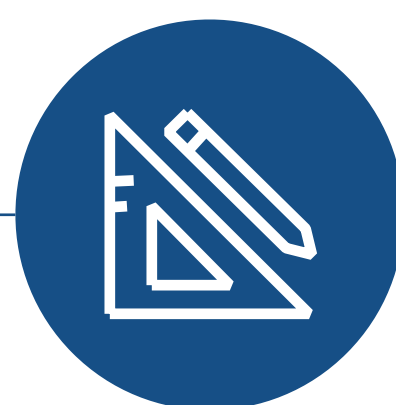
Revolutionise the ordinary design thinking process and embrace the power of our exclusive demand-driven design research tool. Through measured millions of unmet needs related to your industry into trend patterns, we can secure the design direction and maximise your ROI.



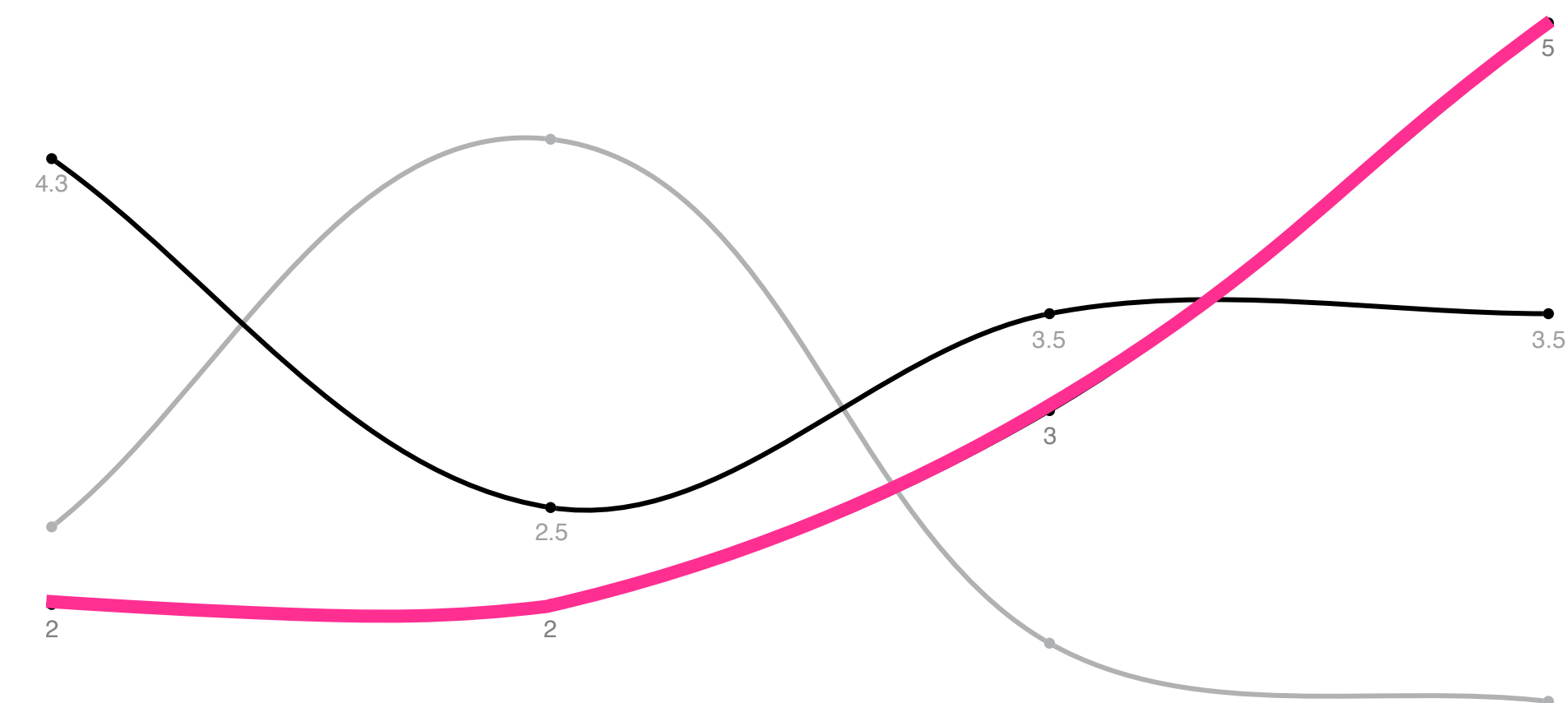
IDENTIFY
RISER



SECURE
DIRECTION



DESIGN
PROTOTYPE



■ RISER

■ DECLINER

■ STABLER

S O C I A L L I S T E N S I N G

SAY HELLO TO JOMI®

JOMI® is our proprietary Intelligence social listening tool. She can help you to retain your users by telling who are you in consumers' eye timely. It's so incredibly easy.



REAL TIME IN THE KNOW

Brand health and consumer experience tracking in one click, millions of data are at your fingertips with even the most complicated data



EMOTION DETECTION

Using machine learning to identify sentiment text and smartly categorised into word cloud



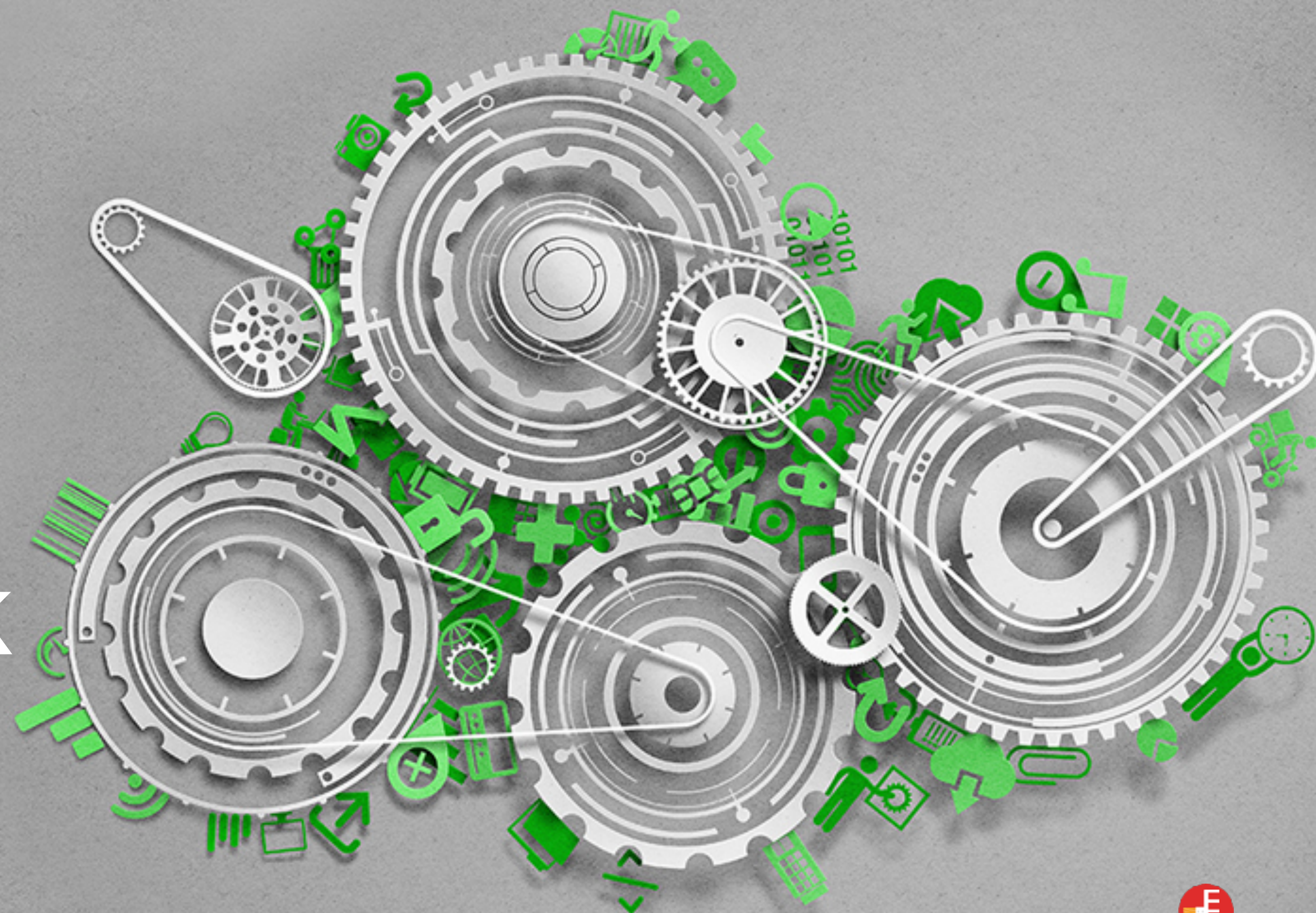
VISUALISE DATA TO LIVE

Turning SCRM data into highly visualise user interface



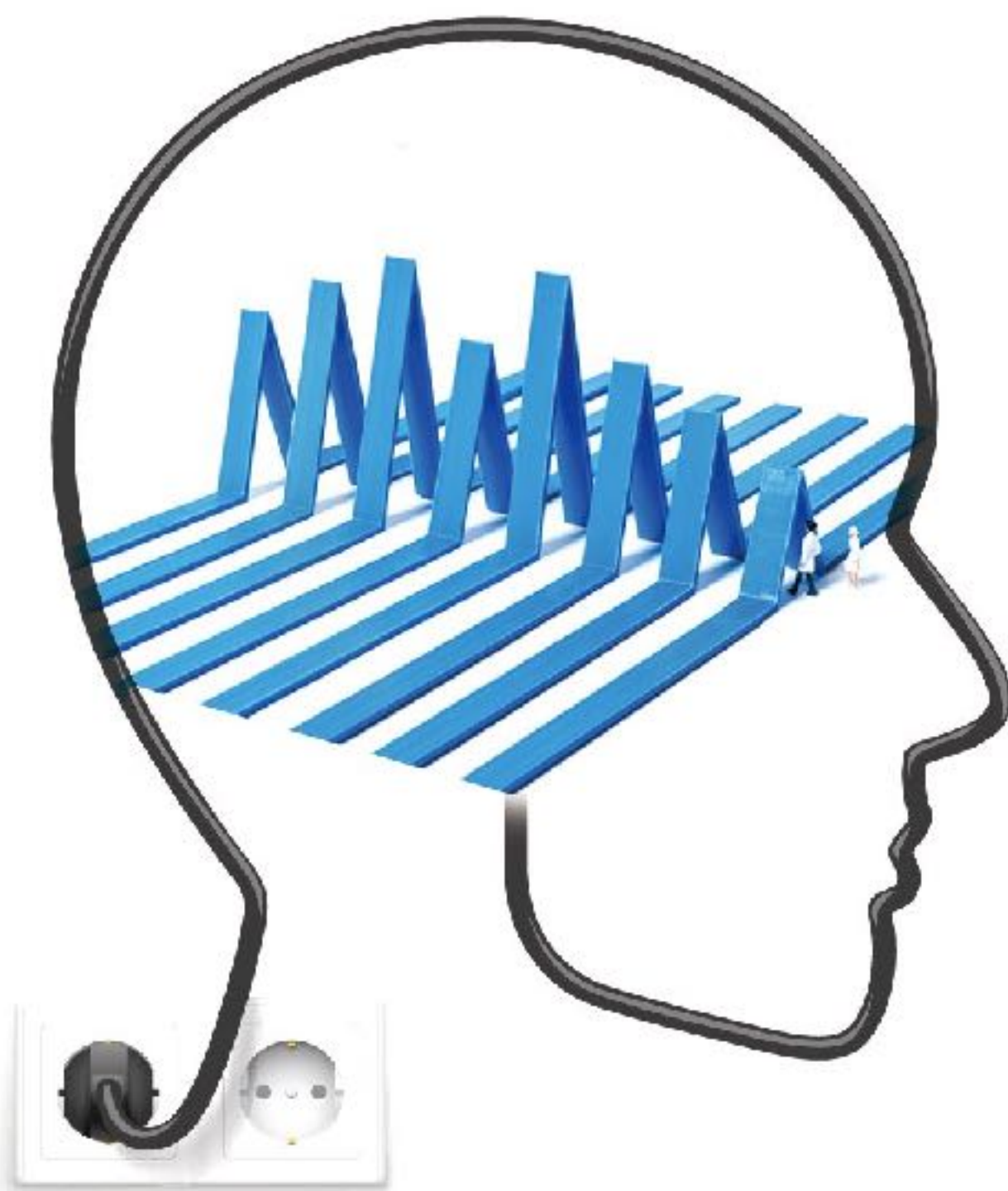
3

HOW WE WORK



O F F E R I N G S

INSIGHT



SOCIAL LISTENING

JOMI® is our proprietary Artificial Intelligence social listening tool to help you understand where you are and how consumers talk about you



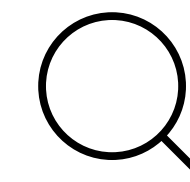
CULTURAL FORESIGHT

Identify trends, semiotic language and envision key influencers that laid behaviour changes and formulate patterns.



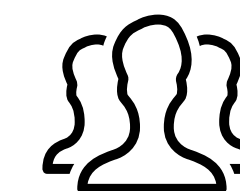
INDEPTH INTERVIEWS

From ultra premium consumers to Key opinion leaders (KOL), all powered by our SUPERESPONDENT® database



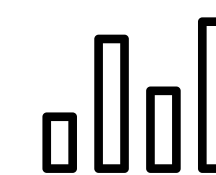
ETHNOGRAPHY

Reveal targeted consumer life and behavioural pattern through ethnography and Netnography approach



COMMUNITY

An effective tool to immediate understand your target user groups. This is not just traditional focus groups, but evolve into concept of community



QUANTITATIVE STUDY

Market research to customise questions and validate hypothesis

O F F E R I N G S

STRATEGY



GROWTH STRATEGY

We have a unique and comprehensive monetisation approach to activate new user and deepen existing users' wallet to help corporate grow in local market



INNOVATION STRATEGY

Identify the unmet needs of customers and markets, and match these to the future ambitions and capabilities of a brand and business.



BRAND STRATEGY

Brands are living business assets. We believe a strategic and creative foundation for the future by clearly defining purpose, identity, and role.



EXPERIENCE STRATEGY

Create a clear vision for a brand's experience and a roadmap to bring it to market in compelling ways.

4

OUR HAPPY CLIENTS



WE ONLY WORK WITH VISIONARY INNOVATORS

OUR HAPPY CLIENTS

Google



Kellogg's

PHILIPS



CONVERSE



INSIGHT

BRANDNOGRAPHER PARTNER WITH TNF TO IMMERSE BRAND EXPERIENCE

SEE THE RESULT



The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of © 2017 Brandnographer Co. Ltd.

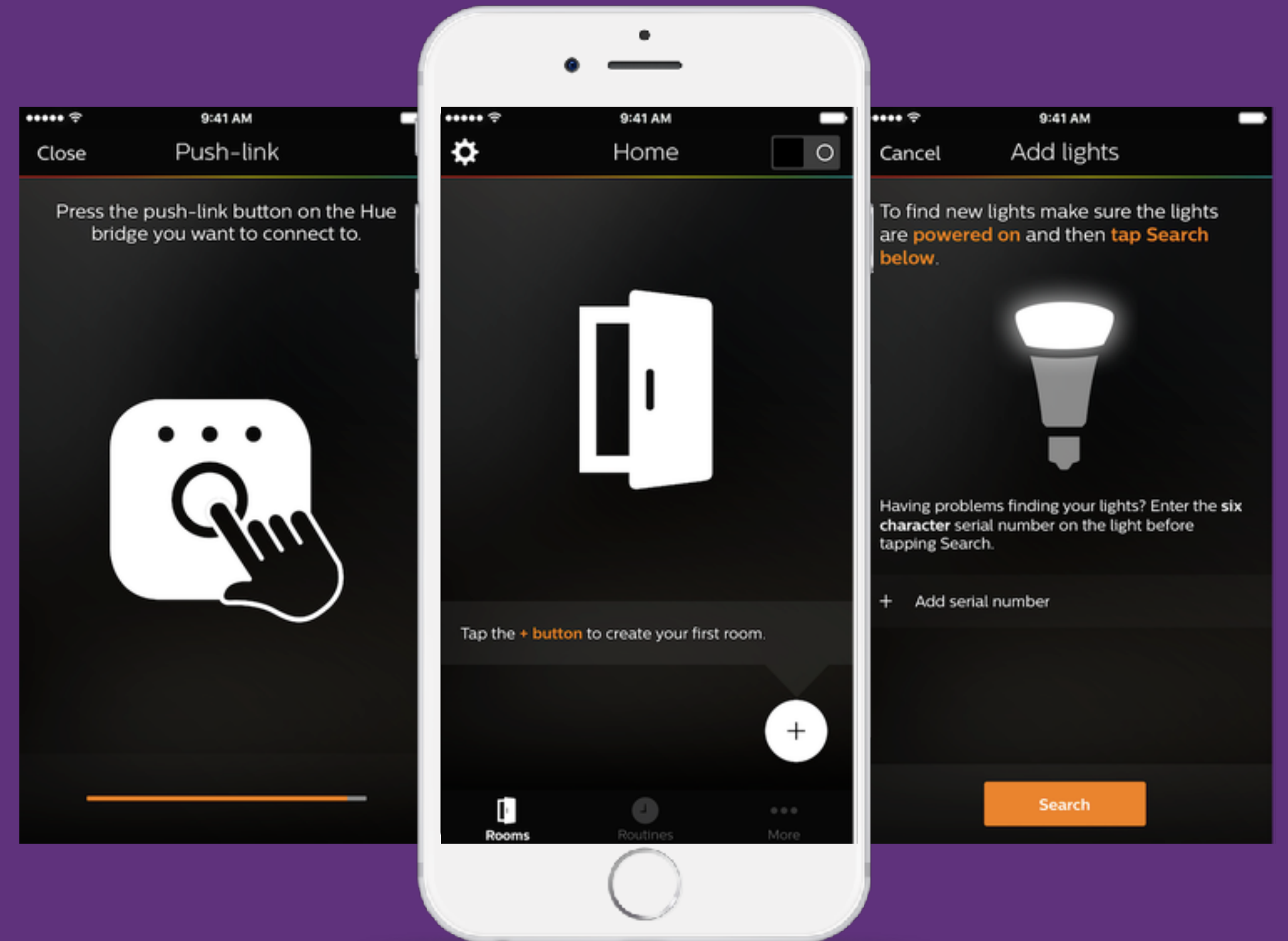


I N S I G H T

BRANDNOGRAPHER INNOVATE WITH PHILIPS TO DISRUPT SMART LIGHTING CATEGORY

SEE THE RESULT

PHILIPS



The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of © 2017 Brandnographer Co. Ltd.

INSIGHT

BRANDNOGRAPHER PARTNER WITH LEGO TO EXPLORE THE FUTURE OF PLAY

SEE THE RESULT



The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of © 2017 Brandnographer Co. Ltd.



5

RESULT IS KING



INSIGHT AND STRATEGY

BRANDNOGRAPHER PARTNER WITH PLAY STORE TO MONETISE ENTERTAINMENT PLATFORM

SEE THE RESULT

Google

The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of © 2017 Brandnographer Co. Ltd.



O U R S O L U T I O N

WHY LIFE IMMERSION ?

Brandnographer believe gauging deepest insight will need to ride on latest technology. Life immersion is our proprietary research tool to help brands discovering the unseen pictures and cultural surprising moments through Netnography, this is an instant messaging platform that stimulate consumers to share their life moments



TIMELY MOMENT OF TRUTH

Share moment of truth anytime, anywhere thanks to the great screen recording features, you are in the know at consumer's finger tip,



EXPRESS IN ANY FORM

All types of medium content are supported, including video, audio, photos and text to facilitate articulation



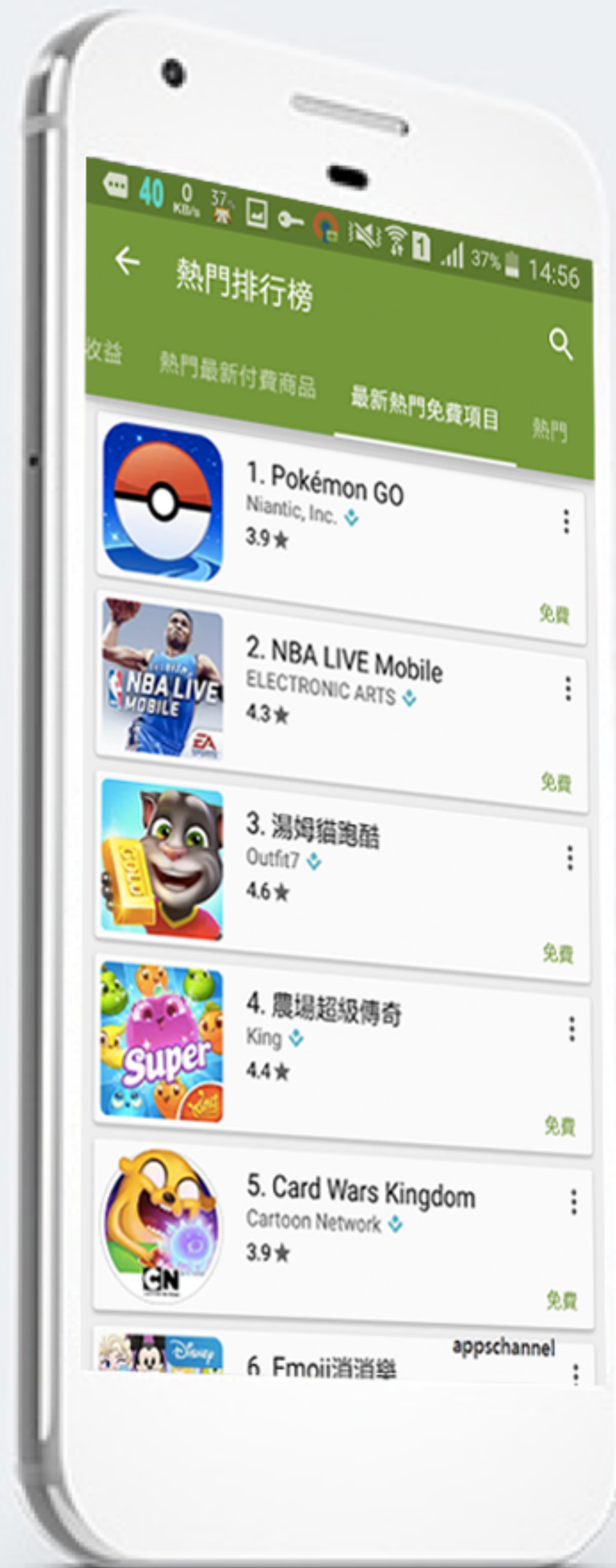
SHARE IN ANY DEVICE

Never miss out a single moment of their consumer journey by connecting from either a smartphone, pad, or PC application



INSTANT PROBING AVAILABLE

Moderator will probe right after the consumer response and we will never miss any interesting answer and moments



R E S U L T

PLAY STORE
ENJOY 82%
GROWTH
COMPARED TO
THE SAME
PERIOD OF 2015



Ruby - thanks for your stellar
work on the project - much
appreciated

JON STONA

REGIONAL MARKETING LEAD



Thank you for the tremendous
effort to bring us to a great
workshop

ANDREW WANG

STRATEGY, APAC

INSIGHT AND STRATEGY

BRANDNOGRAPHER PARTNER WITH GULULU TO BUILD CHILDREN DRINKING HABIT

SEE THE RESULT

Gululu

The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of © 2017 Brandnographer Co. Ltd.



THE CHALLENGE

PRIORITISE PRODUCT OPPORTUNITY

Bowhead technology is founded by Ex-Alibaba Group VP intended to enter China's kid (7-12 y.o.) digital tech market. But when evolving their product strategy, the management team came up with many different ideas and product concepts, which made it difficult to define a clear direction for product design and innovation.

Brandnographer was invited to explore the pain points and unmet needs of Chinese parents and kids in daily life, which would be the basis to define promising direction of digital product line.



OUR PROCESS

TRIANGULAR INSIGHT SOLUTION

Brandnographer designed a 3 steps solution to better understand key stakeholders of kid digital tech products:

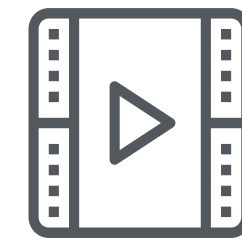
Influencer: 8 expert interviews to understand China's current parenting trends and main issues

User: 6 ethnographic in-home to explore kids' unmet needs

Purchaser: 6 ethnographic in-home observation and interviews to understand parent's pain points and needs.

Expert interviews

Based on the insights and product direction from the first and second phase, Brandnographer was then involved as a partner to develop the product, design and conceptualize Glululu product. 2 parent workshops and 3 kid workshops were conducted to evaluate the product concept and provide details for final refinement



LIFE IMMERSION

CONSUMER INSIGHTS DRIVEN



EXPERT INTERVIEW

CATEGORY INSIGHTS DRIVEN



IDEATION WORKSHOP

PRODUCT INSIGHTS DRIVEN

O U R R E S U L T S



The study uncovered that accompanying & social, safety & welling-beings, education and habit cultivation were the key needs among China's parents and kids. Behavior trace function is warmly welcomed by the parents and teachers because of their concerns about kids' safety & well-beings. Gamification always stays as the core of lifting and maintaining kids' interest level. It is an inevitable element of most kid products, especially in education and habit cultivation categories. Insight secure right product market fit and with a joint team effort of Gululu and Brandnographer, Gululu interactive bottle is born to create healthy hydration for kids

O U R R E S U L T S

THE VERGE

"Gululu turns drinking water into a Tamagotchi-like game for kids"



"バーチャルペットが水分補給を促すスマート水筒「Gululu」--子どもの熱中症予防に"

YAHOO! TECH

"...it's one of the most high-tech water bottles out there, but also perhaps the most effective."

mental_floss

"Interactive Water Bottle For Kids Turns Staying Hydrated into a Game"

TechCrunch

"... it's easy to imagine a world where every child in your vicinity is running around shaking their Gululu bottles at each other and the product turns into a huge hit."

androidcentral

"Gululu has done a great job demonstrating just how functional the idea is, especially if you have a child who isn't drinking enough water every day."

EE|Times

"Now, instead of another Cup of Joe, I tend to fill my Gululu with water because it's nice to receive a cheerful 'thumbs up' from my creature when I take a quaff."



"If parents are confused about how much water their child should be drinking, no worries. Gululu will tell them."

DIGITAL TRENDS

"By linking your child's water intake to the health of a virtual animated pet, it makes staying hydrated an act of care giving."

SLASH GEAR

"...our experience with this water bottle has been very positive. "

Geektime

כמה גאונים פיתחו בקבוק שגורם לילדים לשתות מים הנה כמה דברים שלא משתנים: דרך 2 נקודות עובר קו ישר אחד, השמש זורחת במזרח וילדים לא אוהבים לשתות מים. את הנקודה האחרונה מנסה לשנות בקבוק הגולולו הבקבוק שיגרום לילדים שלכם לשתות - Gululu

SHALL WE TALK?

hello@brandnographer.com

Sharing is not only caring but believing



LET'S TALK!

