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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”
WHY BRANDNOGRAPHER
W E S E T A N E W S T A N D A R D T O R E D E F I N E I N S I G H T

OUR DIFFERENCE

TRY IT NOW

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
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

25+
Brandnographers stationed at Beijing, Tianjin, Shenyang, Qingdao, Dalian, Weifang ...

20+
Brandnographers stationed at Chongqing, Chengdu, Kunming

5+
Brandnographers stationed at Wuhan, Changsha, Xi’an

30+
Brandnographers stationed at Shanghai, Nanjing, Hangzhou, Ningbo, Hefei, Suzhou, Taizhou,

10+
Brandnographers stationed at Guangzhou, Shenzhen, Fuzhou, Quanzhou, Shantou, Chaozhou,
200+ BRANDNOGRAPHERS

110+ APAC BRANDNOGRAPHERS

- AVERAGE EXPERIENCE
  10+ YEARS

- FLUENT ENGLISH WITH LOCAL DIALOGUE

- PROVEN RECORD OF MULTI COUNTRIES PROJECT

10+ Brandnographers stationed at Japan, South Korea

35+ Brandnographers stationed at Taiwan, Hong Kong, Macau

60+ Brandnographers stationed at Singapore, Malaysia, Thailand, Indonesia, Vietnam
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
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.
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
HOW WE WORK
**OFFERINGS**

**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.

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

**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.

**QUANTITATIVE STUDY**
Market research to customise questions and validate hypothesis.
Create a clear vision for a brand’s experience and a roadmap to bring it to market in compelling ways.

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

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.

EXPERIENCE STRATEGY
Create a clear vision for a brand’s experience and a roadmap to bring it to market in compelling ways.
OUR HAPPY CLIENTS
WE ONLY WORK WITH VISIONARY INNOVATORS

OUR HAPPY CLIENTS

Google
Android
IKEA
Pernod Ricard
Kellogg’s
PHILIPS
THE NORTH FACE
Converse
Marriott
BRANDNOGRAPHER PARTNER WITH TNF TO IMMERSIVE BRAND EXPERIENCE

SEE THE RESULT
BRANDNOGRAPHER INNOVATE WITH PHILIPS TO DISRUPT SMART LIGHTING CATEGORY

SEE THE RESULT

PHILIPS
BRANDNOGRAPHER PARTNER WITH LEGO TO EXPLORE THE FUTURE OF PLAY

SEE THE RESULT
RESULT IS KING
BRANDNOGRAPHER
PARTNER WITH PLAY
STORE TO MONETISE
ENTERTAINMENT
PLATFORM

SEE THE RESULT
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,

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

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

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

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
BRANDNOGRAPHER PARTNER WITH GULULU TO BUILD CHILDREN DRINKING HABIT

SEE THE RESULT
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

EXPERT INTERVIEW

CONSUMER INSIGHTS DRIVEN

CATEGORY INSIGHTS DRIVEN

IDEATION WORKSHOP

PRODUCT INSIGHTS DRIVEN
The study uncovered that accompanying & social, safety & wellbeing, 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.
**OUR RESULTS**

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

**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."

**CNet**
"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."

**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"

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

**EETimes**
"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."

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

**DigitalTrends**
"Gululu - water bottle has been very positive."

**GeekTime**
"Gululu: water bottle that makes kids drink more water!"
SHALL WE TALK?

hello@brandnographer.com

Sharing is not only caring but believing

LET’S TALK!