



Providing you with a real world understanding of consumers,
the environments they inhabit, and the socio-cultural influences on their behaviour.

About Ethnographic Insight, Inc.

Ethnographic Insight's qualitative marketing research provides your business with the ultimate vantage point—a close-up of your company's products and services through the eyes of your consumer.

Ethnographic Insight anthropologists are experts in ethnography. We have academic training, years of fieldwork experience, and are innovators in the application of anthropological models and methods to marketing research.

Our client roster includes Fortune 500 companies such as 3M, JCPenney, and Whirlpool. Let our experience and expertise bring you to the vantage point, where breakthrough products and services stem from an intimate knowledge of your customer base.

Our Services

Ethnographic Insight employs a range of complementary qualitative research techniques including:

⦿ **Ethnographic and Observational Research**

Increasingly, leading businesses are recognizing the value of ethnographic research and are incorporating this approach into more traditional marketing research methodologies. Ethnography is a holistic technique that goes beyond the limitations of focus groups by taking marketing research outside the laboratory setting. Ethnographers observe, interview, and videotape people in the context of their everyday lives: where they work, live, shop, and play. Ethnography overcomes the artificial nature of surveys and their standard question-and-answer format, which depend on self-reporting and the researcher's frame of reference. And, ultimately, ethnographic research reveals the unspoken cultural and social patterns that shape consumer behavior. Read more about Ethnography

⦿ **Focus Groups**

We offer traditional focus groups and onsite group interviews (affinity groups). We're experienced moderators who excel at working with a diversity of populations and market segments.

⦿ **In-depth Interviewing**

Interviewing is most effectively used for understanding the underlying attitudes, beliefs, and cultural influences that motivate consumer behavior. We conduct in-depth interviews in many formats (on-site, at focus group facilities, via the phone) and with respondents of all types: consumers, business customers, executives, and experts.

Ethnographic Insight

consumer anthropology + marketing research

Phone 360.325.8166 www.ethno-insight.com info@ethno-insight.com



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Our Services — continued

⦿ **User Experience Assessment**

We'll examine how consumers actually use and experience your products and services to determine their patterns of usage, current level of satisfaction, unmet wants and needs, and suggestions for improvement.

⦿ **Product Development Studies**

Unlike user studies and prototype tests carried out in a laboratory setting, an ethnographer conducts product development studies in their natural setting, with real people in real situations at any stage of the product development cycle. These studies aid product design, concept testing, usability, and product refinement. These studies are a great means of spurring innovation. In another sense, it is similar to buying insurance: product development studies help avoid the pitfalls that lead to a failed product launch.

⦿ **Web Site Usability Testing**

This research is carried out in a home, office, or research facility setting. It is an extremely effective way of testing the real usability and user experience of a web site. Very clear patterns emerge from the observation of the user experience in combination with guided probes from the researcher.

⦿ **Cross-Cultural and Organizational Analysis**

In our increasingly globalized economic environment many companies are now doing business outside their zone of familiarity—across borders of nation, culture, and experience. Many companies have merged with foreign partners or extended their brand into new markets only to realize that there were many cultural obstacles they hadn't planned for. Cross-cultural and organizational analysis helps companies map these new terrains and to build working bridges with their customers and partners across the divide.

⦿ **Training in Ethnographic Methods**

We offer training for market researchers in ethnographic techniques. Our training will assist you in understanding and utilizing ethnography in the future.

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Our Deliverables

At Ethnographic Insight, we help you determine our deliverables early on, designing each to meet your company's specific needs. The form of these deliverables may include:

- ◉ Kick-off meetings with client team to define research objectives, methods, and time frame to ensure that the project meets the company's needs.
- ◉ Debriefs and brainstorming with project team provided at key stages of the research process.
- ◉ Top-line reports offer quick written feedback for projects with an aggressive timetable (in Word or PowerPoint format).
- ◉ Final reports include an executive summary and detailed findings (in Word or PowerPoint format). We excel at embedding digital media (audio, photos, and video) into our reports.
- ◉ Stand-alone digital video documentaries featuring applicable consumer behaviors and their interactions with your products or services.
- ◉ Final presentations of findings and recommendations, including not only the delivery of the project outcome, but our expert translation of these insights into actionable next steps.

Ethnographic Insight & You

Ethnographic Insight is a highly adaptable company, able to expand its scope or narrow its focus depending on your project. Our marketing research is tailored to your needs, always keeping in mind that no two projects, like no two clients, are alike. Let our experience and expertise give you the competitive advantage, where breakthrough products and services stem from an intimate knowledge of your customer base.

For more information about Ethnographic Insight, please contact us at (360) 325-8166.

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