

7 Steps to Unthink Everything

Inspiring Legacy Brands to Modernize Their Approach to Research

We teamed up with the award-winning agency, EP+Co to discuss new horizons in the world of research. Throughout our session, we looked at strategies legacy brands can take to move beyond traditional brand research and empower a more modern approach. Here they are.

ONE Blow Up Your Brand Tracker

Here's the truth: Agencies with traditional brand research techniques are stuck with historical data. Why spend **\$150,000–\$400,000** on a brand tracker that outputs a 70–180 page report only to have data with blind spots? **Save the money, skip out on hours of meetings, and move forward with more insightful data.**

THREE Seek Inspiration from Broader Trends

Listen, the average US household consumes **38 times more internet data** than it did 10 years ago. That means traditional research is limiting brands' ability to interact with consumers on digital platforms. **Agile marketing research can provide insights that help brands understand genuine connections and build deeper relationships with customers.**

TWO Don't Trust High-Cost Research Projects

Quarterly research studies that take months to launch only have a half-year shelf life. **Often, these reports only show customer segmentation, category-wide changes, or competitive landscaping—you're not able to probe any deeper.** Is it worth it without being able to ask the important questions that unlock more growth, profitability, and ROI?

FOUR Build a Toolkit to Tackle the Unknown

Research should play into changes and embrace them as they happen in real-time rather than ignoring them. By partnering with an agile consumer insights provider, you'll have the ability to increase how frequently insights are gained and how many types of contexts (from business development to creative testing) they can be used for.

FIVE Make Knowledge Accessible

Knowledge is power. Make it accessible to your team. We learned that EP+Co has a wide array of partners and brand planners that help lead research. They've even set up a branded learning lab to showcase their research capabilities. Common applications include:

Business Strategy

- Product Receptivity & Innovation
- Partnership Analysis
- Back-of-the-napkin Business Expansion
- Consumer Segmentation
- Competitive Whitespace Analysis

Messaging Strategy

- Competitive Messaging Assessment
- Consumer Benchmarks
- Cultural Conversation Landscaping
- Consumer Journey Development
- Brand Platform Development

Creative Development

- Concept Testing
- Creative Messaging Impact Assessment
- Tagline Testing
- Creative Messaging Optimization

SIX Make Content Creation Your Secret Weapon

You've got all of these amazing tools for gathering insights, put them to work on what you create! If things like eye-tracking can reveal so much more about how customers browse the aisles than traditional shop-alongs, imagine how your new insights can empower more creative ways to test customer behavior.

SEVEN Embrace A Culture of Disposable Research

You don't have to build the Titanic to cross a literal pond. It's ok to make a raft to get to where you're going. People change, your ways of understanding them should too. **So go ahead, embrace the agility, satisfy your curiosity, and get out there and start digging.**

Are you ready to unthink your approach to modern market research?

[CONTACT US](#)