

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

PARTNERSHIP GUIDEBOOK

Powered by Brandnographer™





WHO ARE WE



WE ARE BRANDNOGRAPHER

BRANDNOGRAPHER IS A GROWTH ENABLER

Powered by user-centric experience, we help brands committing their future growth through human-centric digital transformation solutions. Our Brandnographers keep digging in the field to discover subtle behaviour cue and eventually yield fruitful business outcomes.

SHALL WE TALK



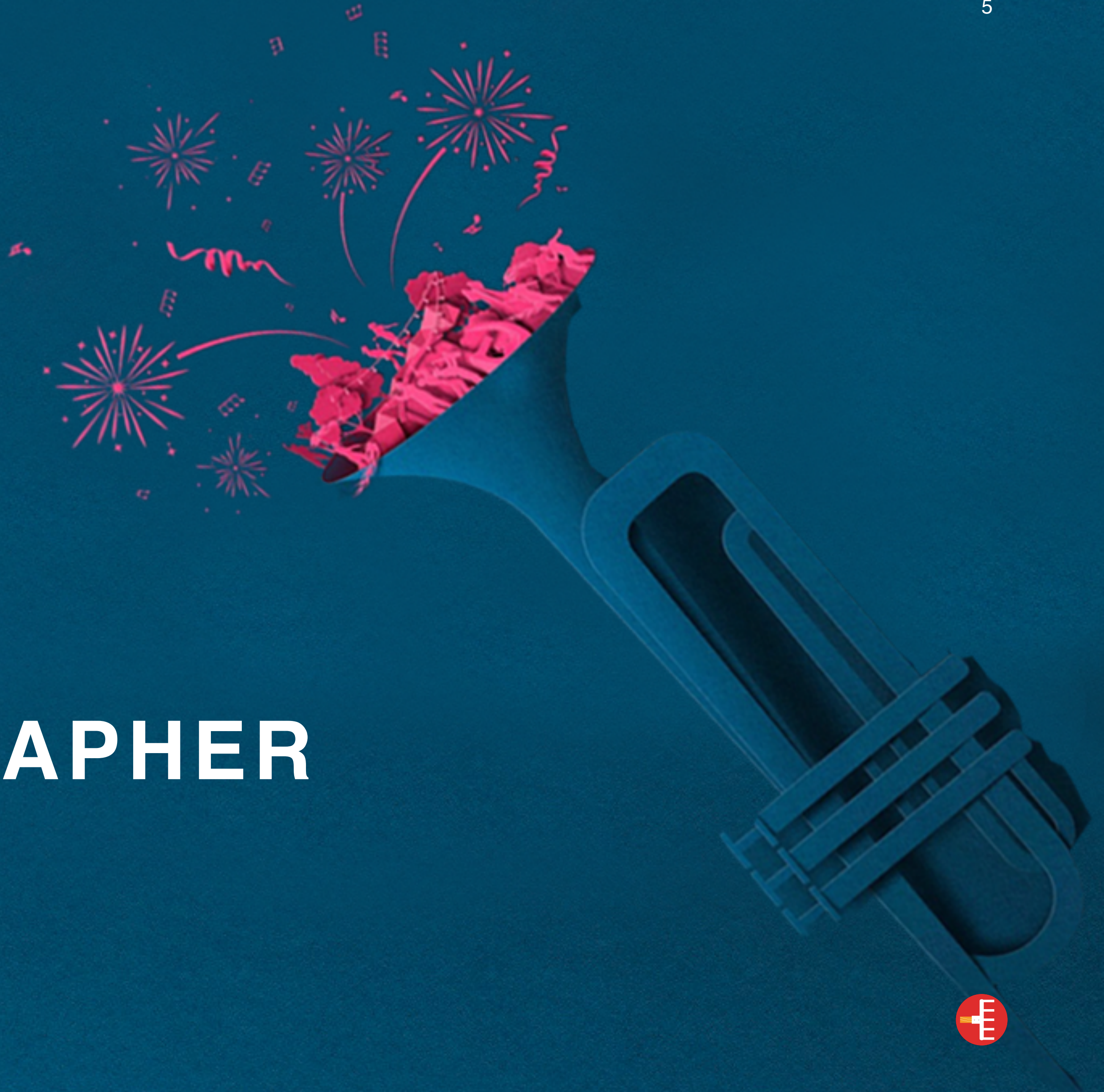


**“WE TAKE YOUR
BUSINESS TO
WHERE YOUR
NEXT
BREAKTHROUGH
SHOULD BE”**

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



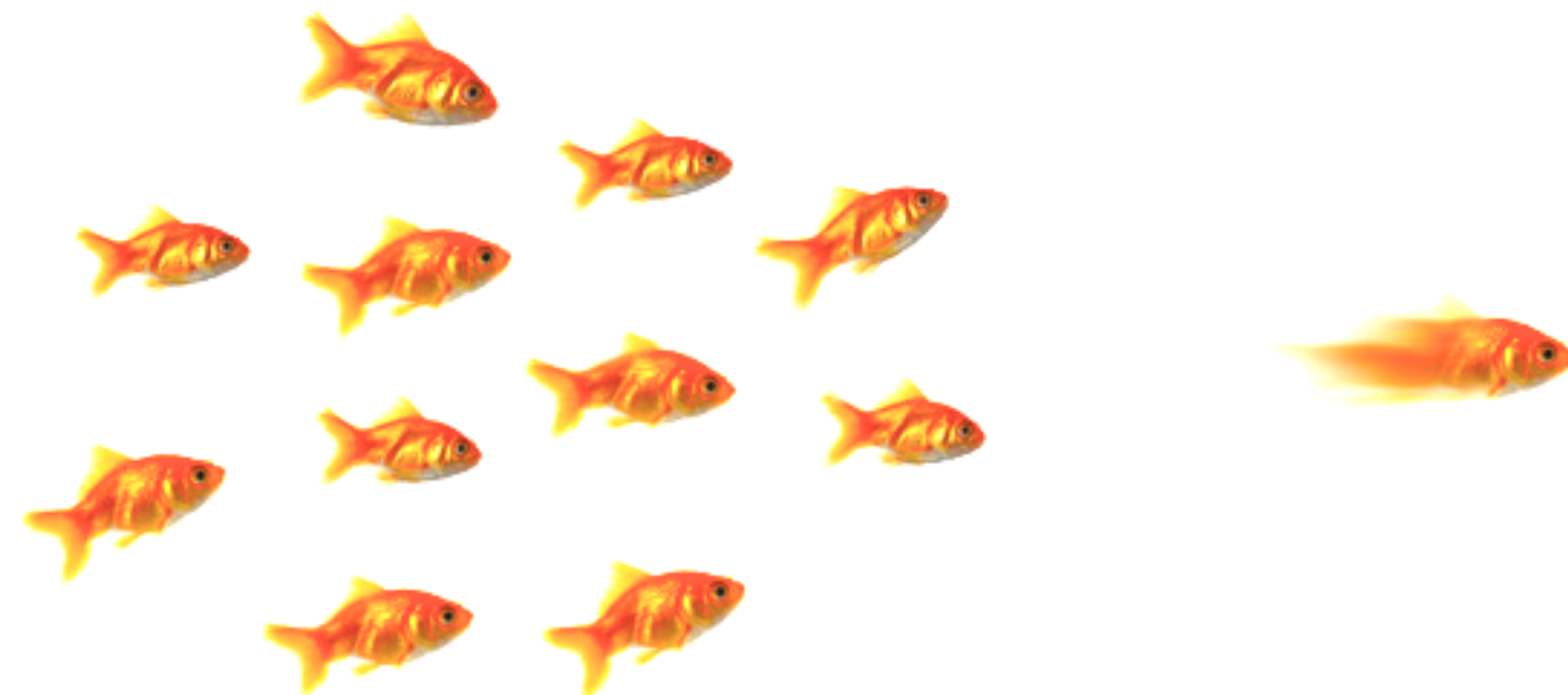
100% ACTIONABLE

Because we can put consumer insight into prototype and real production



REAL TIME IN THE KNOW

Our proprietary ethnographic tool that always keeps you consumers on your toes



TRY IT NOW

200+ BRANDNOGRAPHERS

90+ CHINESE BRANDNOGRAPHERS



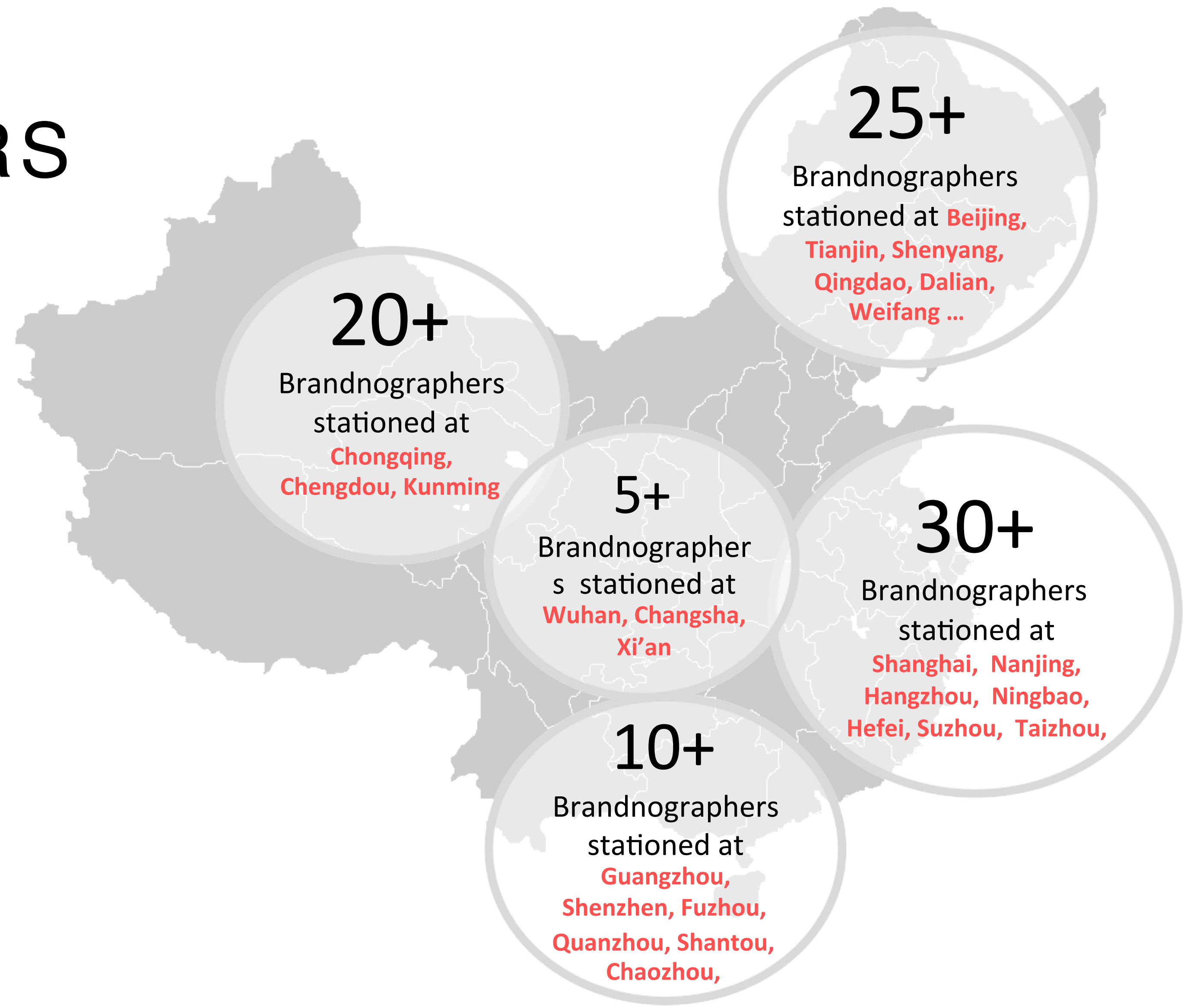
AVERAGE EXPERIENCE
8+ YEARS



FLUENT ENGLISH WITH
LOCAL DIALOGUE

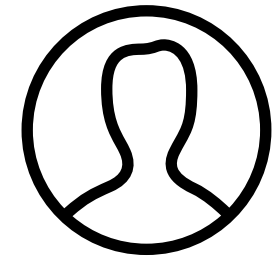


WELL SPREAD FROM
TIER 1 TO 4 CITIES

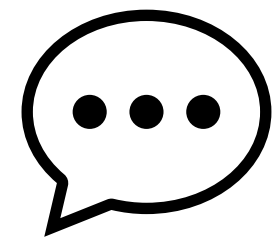


200+ BRANDNOGRAPHERS

110+ APAC BRANDNOGRAPHERS



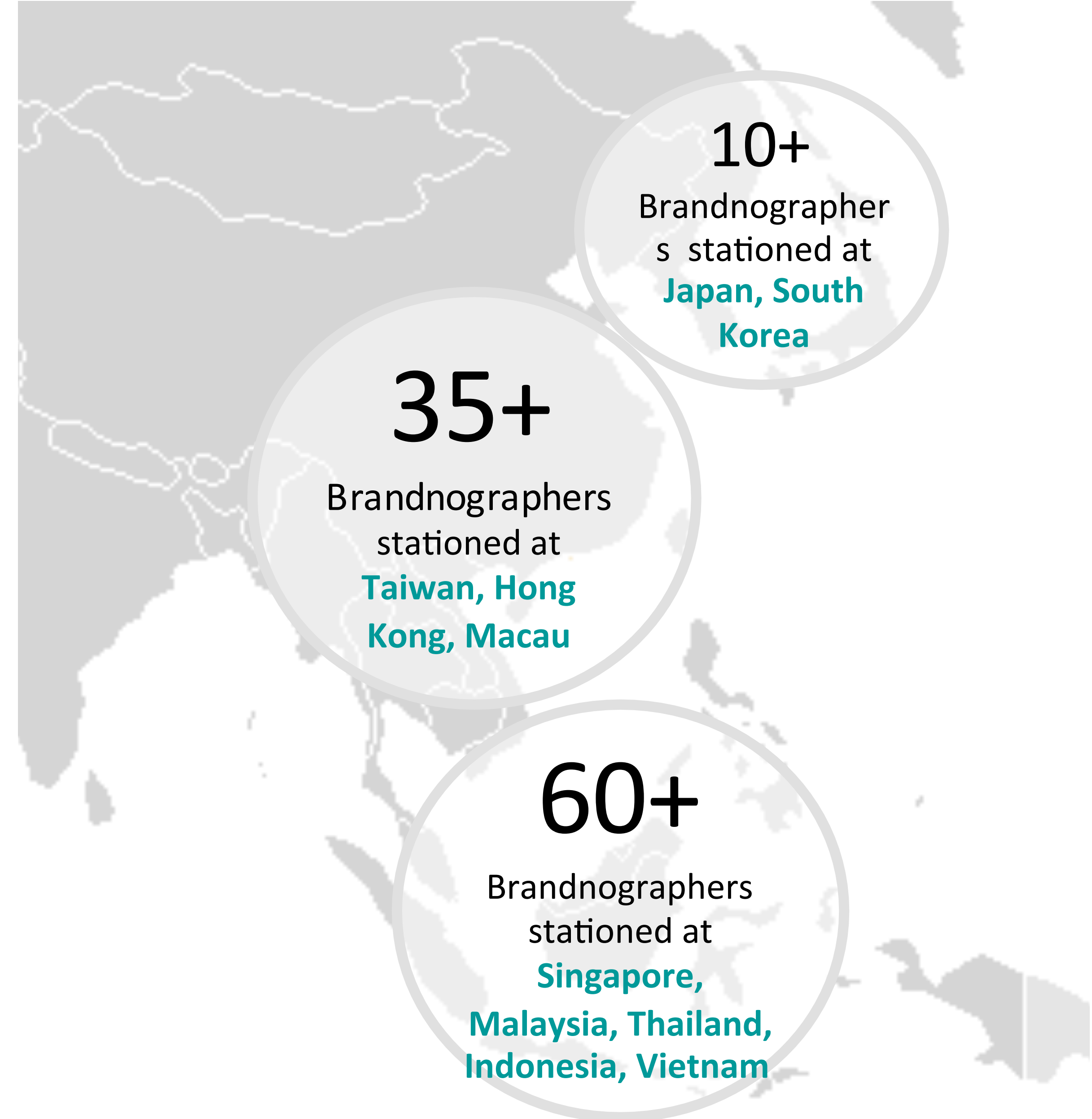
AVERAGE EXPERIENCE
10+ YEARS



FLUENT ENGLISH WITH
LOCAL DIALOGUE



PROVEN RECORD OF
MULTI COUNTRIES
PROJECT



INSIGHT DELIVERY

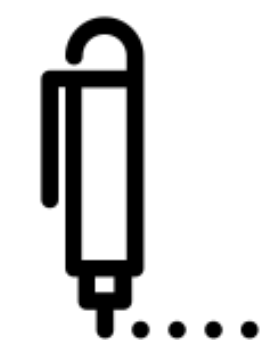
100% ACTIONABLE

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



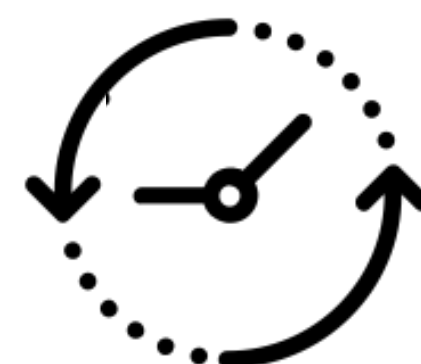
ON SCHEDULE

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



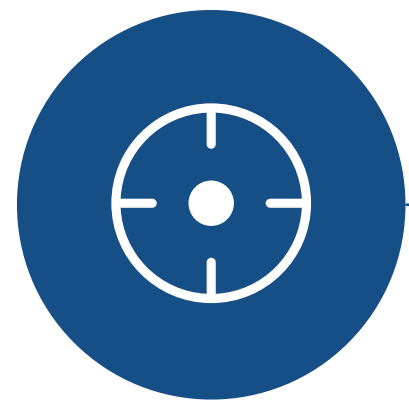
ON WARRANTY

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

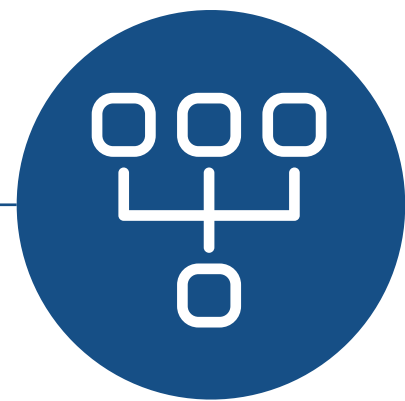
DESIGN RESEARCH

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.



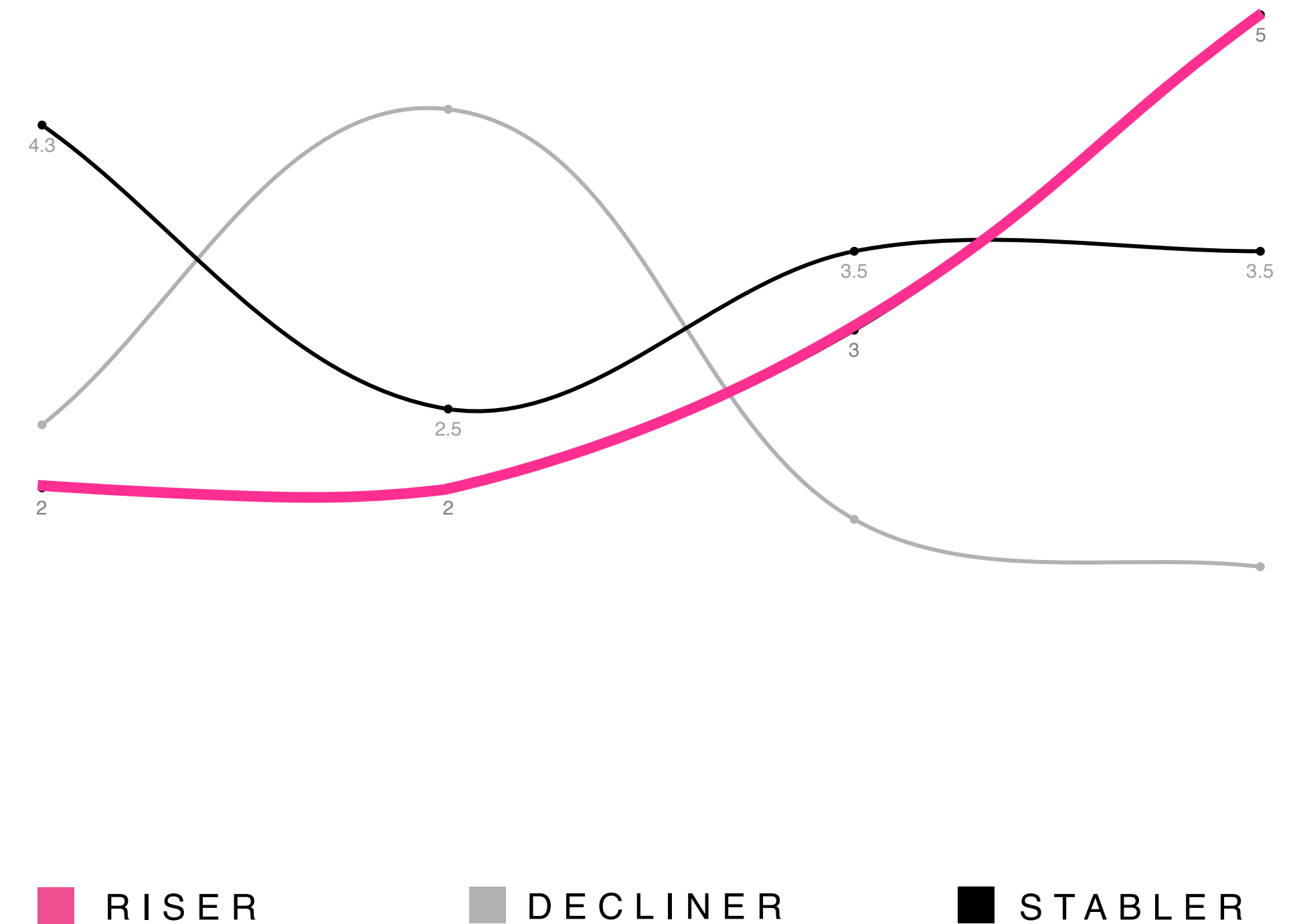
IDENTIFY
RISER



SECURE
DIRECTION

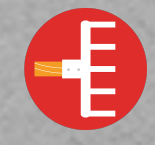
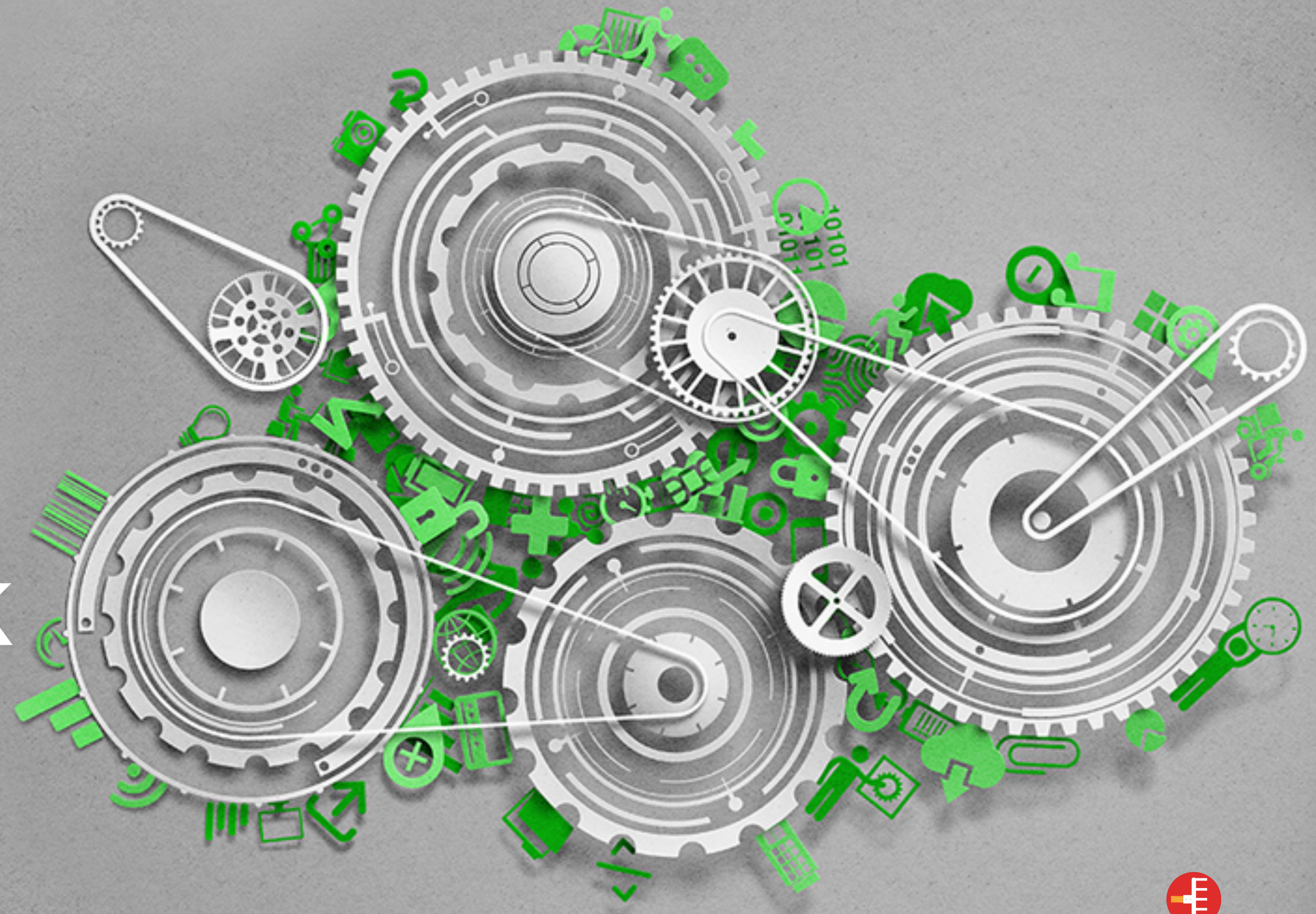


DESIGN
PROTOTYPE



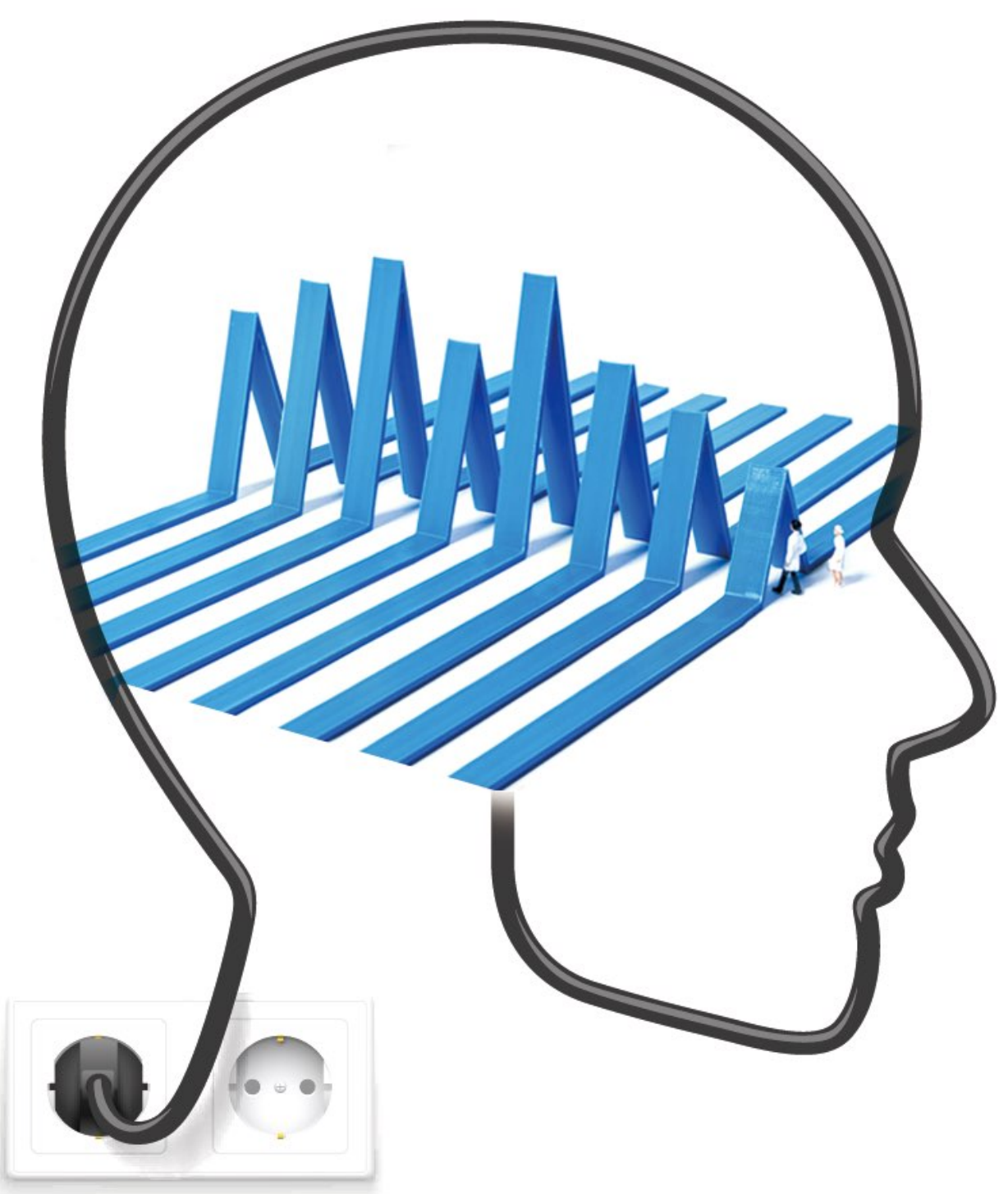
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HOW WE WORK



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



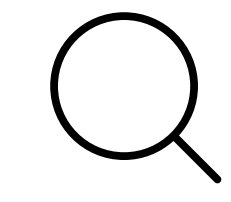
CULTURAL FORESIGHT

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



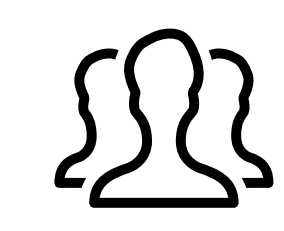
IN-DEPTH INTERVIEWS

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



ETHNOGRAPHY

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



DIGITAL TRANSFORMATION

Brandnographer integrate information and digital technology into clients' business, which help them to manage the fundamental changes to how their business operates and how they deliver value to customers.



QUANTITATIVE SURVEY

Market research to customise questions and validate hypothesis

OFFERINGS

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.

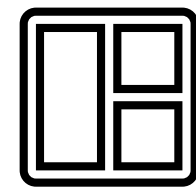


EXPERIENCE STRATEGY

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

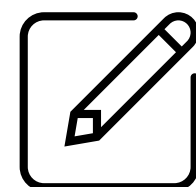
OFFERINGS

EXPERIENCE



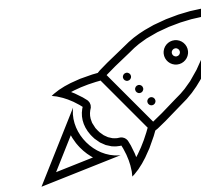
IDENTITY DESIGN

Create a unique and differentiating visual and verbal identity for all audiences at every level and touchpoint



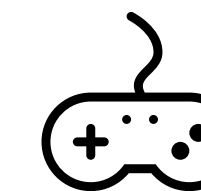
EXPERIENCE DESIGN

We architect, design and deliver iconic experiences, services and industrial products that improve people's lives.



PRODUCT DESIGN

Great digital products look great on any platform. Our designers and developers deliver full responsive solutions utilising scalable fluid layouts and elements.



IP DESIGN

Create character and iconic IP that tailor-made to your brand and product seamlessly

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OUR HAPPY CLIENTS



WE ONLY WORK WITH VISIONARY INNOVATORS

OUR HAPPY CLIENTS

Google



PHILIPS

Club Med 



INSIGHT

WE PARTNER WITH TNF TO IMMERSE BRAND EXPERIENCE

SEE THE RESULT



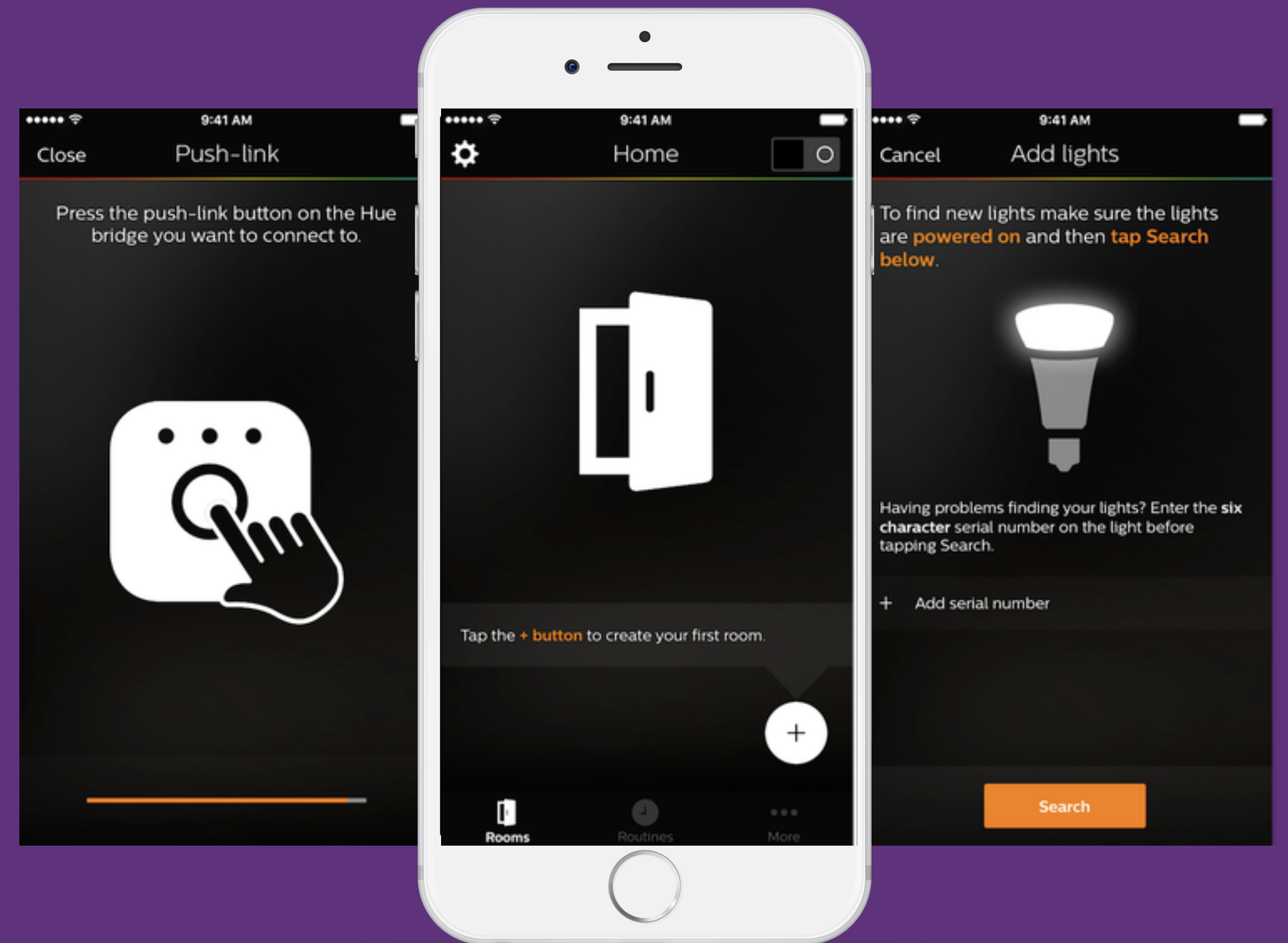
INSIGHT

WE INNOVATE WITH PHILIPS TO DISRUPT SMART LIGHTING CATEGORY

SEE THE RESULT

PHILIPS

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INSIGHT

WE PARTNER WITH LEGO TO EXPLORE THE FUTURE OF PLAY

SEE THE RESULT



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INSIGHT AND STRATEGY

WE PARTNER WITH GULULU TO BUILD CHILDREN DRINKING HABIT

SEE THE RESULT

Gululu



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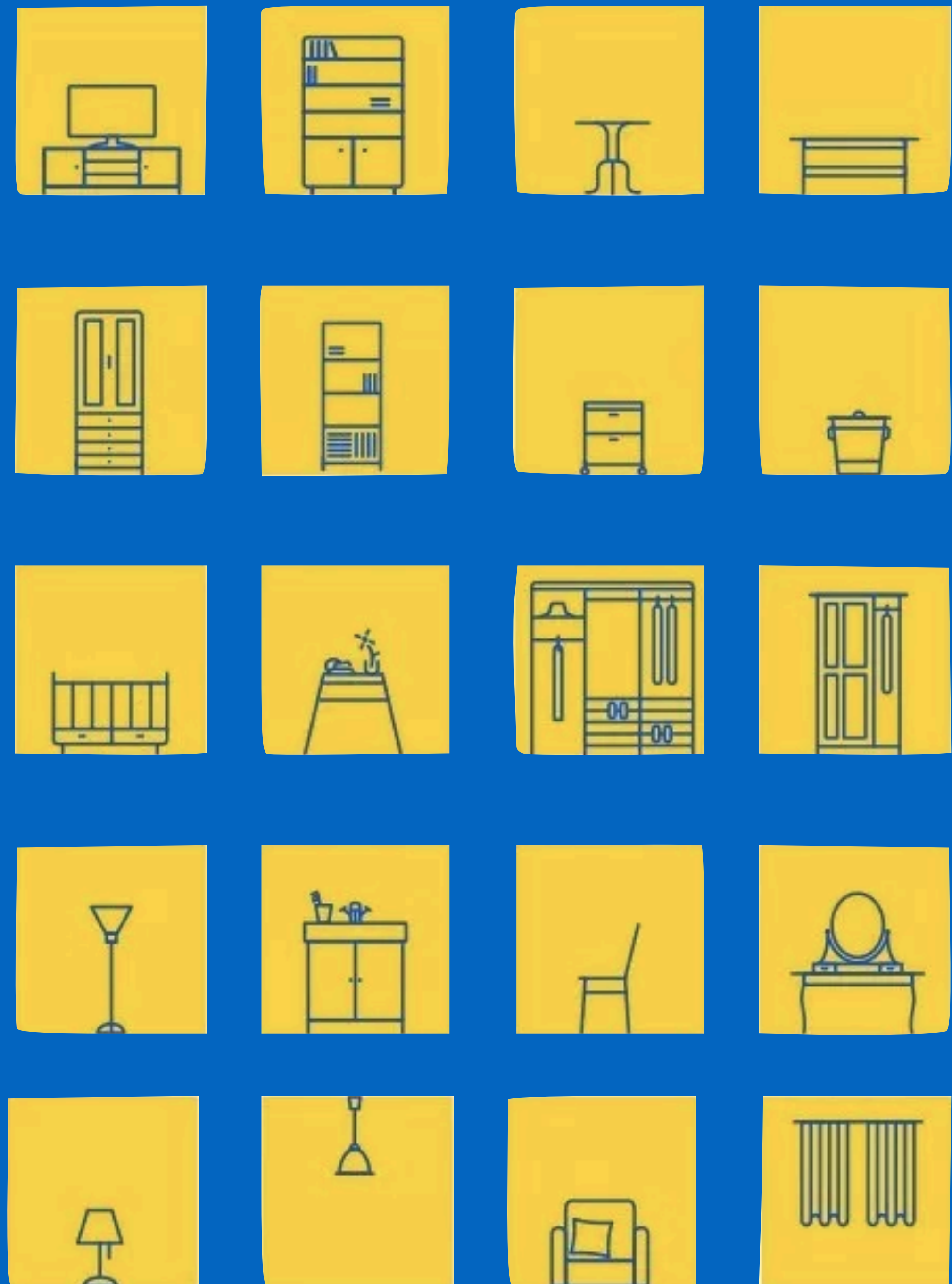
STRATEGY & INSIGHT

WE PARTNER WITH IKEA TO DISCOVER FUTURE ASIAN LIFE AT HOME

WHAT IS LIFE AT HOME?



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STRATEGY & INSIGHT

WE PARTNER WITH ROYAL CARIBBEAN TO OPTIMISE BOOKING EXPERIENCE

SEE THE RESULT



5

RESULT IS KING



INSIGHT AND STRATEGY

BRANDNOGRAPHER PARTNER WITH PLAY STORE TO MONETISE ENTERTAINMENT PLATFORM

SEE THE RESULT

Google

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T H E C H A L L E N G E

GOOGLE PLAY: APAC PERSONAS

APAC countries are leading the pack in terms of growth in the mobile gaming sector, with more than 70% of gamers that play mobile games everyday. Understanding how to reach high value and underrepresented personas was a crucial part of Google Play's growth strategy in Asia.

Brandnographer was tasked with refining and validating the hypothetical persona segments of Google Play's users and potential users to identify the right way to deliver experiences that keep them engaged and coming back for more.

A robust segmentation study was conducted to define the market segments and personas. Further analysis outlined which channels to prioritize in reaching out to different personas and how to activate them into the Google Play ecosystem.



O U R S O L U T I O N



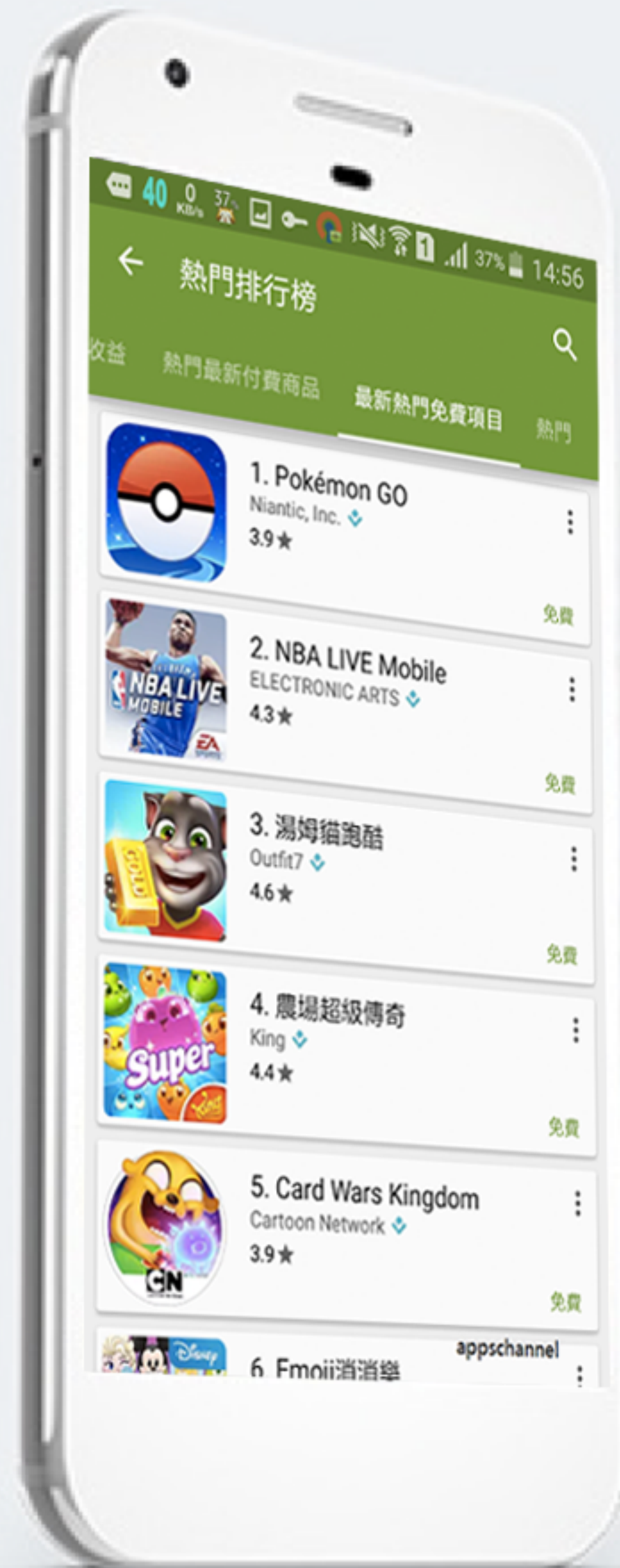
THE RESULT

HIGHER DISCOVERY & USER ACQUISITION RATES

Brandnographer helped to create personas by defining customer segments, their usage habits, the potential market share of users, their attitudes, motivations, demographics and lifestyle.

The personas created in the study allowed the Google Play team to focus their marketing strategy on appearing where these users were most likely to discover their games and drive acquisition results based on those touchpoints.

Segments	Smart gamer	Pragmatist	Lite Gamer	Music/Moviephile	Social Beaver	Multimedia families
Market share % of users	25	8	15	20	10	22
Attitudinal & Motivations	<ul style="list-style-type: none"> Love technology Want to try new things 	<ul style="list-style-type: none"> Use apps to enhance productivity Not price sensitive 	<ul style="list-style-type: none"> Do not like online gaming Paid apps to kill time 	<ul style="list-style-type: none"> Concern the latest trend of music and movie Love to learn 	<ul style="list-style-type: none"> Sharing is the king Enjoy giving online gift 	<ul style="list-style-type: none"> Driven by the needs of family Willing to pay a premium
Demographics/Lifestyles	<ul style="list-style-type: none"> Mainly males Below 25 Low income 	<ul style="list-style-type: none"> Mainly males Aged 35+ 	<ul style="list-style-type: none"> Mainly women Aged 35+ 	<ul style="list-style-type: none"> Mainly aged below 30 High income 	<ul style="list-style-type: none"> Mainly aged 25-35 Both males and females 	<ul style="list-style-type: none"> Parents with kids
Usage	<ul style="list-style-type: none"> Google Play heavy users 	<ul style="list-style-type: none"> Mainly focus on functional Apps Other portals 	<ul style="list-style-type: none"> Low usage of paid Apps 	<ul style="list-style-type: none"> High usage on APPs and music streaming 	<ul style="list-style-type: none"> Google play <u>lite</u> users 	<ul style="list-style-type: none"> Google Play heavy users



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

SHALL WE TALK?

Reach out to us at
hello@brandnographer.com

Sharing is not only caring but believing



LET'S TALK!

