



*Agent  
Provocateur*

**AGENT PROVOCATEUR**





JUST HOW PROVOCATIVE, IS PROVOCATIVE?

# FINE TUNING A BRAND FOR GLOBAL EXPANSION

## THE CHALLENGE

To exploit the opportunity for this iconic brand across the EU, US, Russia and Asia, our client needed to understand how effectively Agent Provocateur could take its brand globally based on its ethos of 'provocation'.

## OUR APPROACH

To examine such emotive issues deeper qualitative approaches were required. With significant cultural, as well as personal, associations to consider we invited women to curate their own personal experiences by taking part in retail lingerie safari's, co-creative workshops and focus group discussions. This enabled us to develop a series of brand hypotheses and buyer behaviours as to how 'provocation' could be addressed differently.

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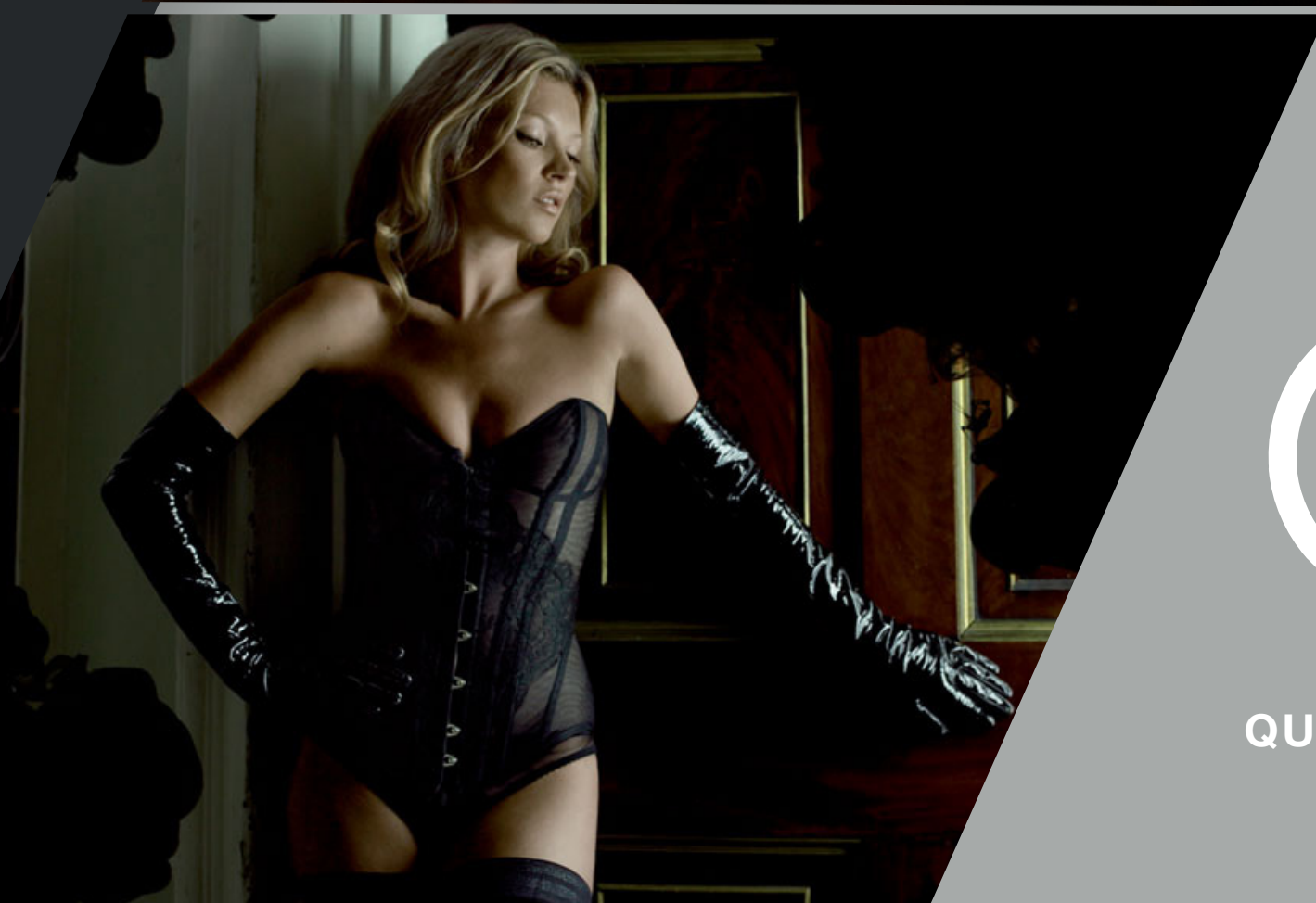
# AGENT PROVOCATEUR

## GETTING CLOSER TO THE CONSUMER THROUGH RETAIL SAFARIS

Such immersive approaches enabled us to create a long-form dialogue with women so that they could be more expansive and explicit with us about exotic lingerie and the Agent Provocateur brand. In taking consumers on retail safaris we were able to use real-life settings to stimulate consumers' thoughts on the role that lingerie plays in their lives and that of their partners'

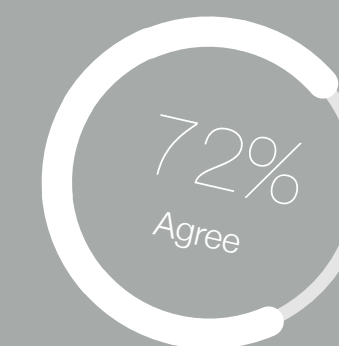
## POSITIVE OUTCOMES

By recognising the specific role that lingerie plays across cultures and relationships we were able to guide our client on the repositioning of its product portfolio and brand communication. This, in turn, allowed the brand to 'dial-up or dial-down' tone on sexuality and 'provocation' according to changing cultural mores.



QUALITATIVE

10 focus groups, 3 co-creative workshops, 12 store safaris



QUANTITATIVE

200 Hi-net worth lingerie consumers interviewed across North America, UK, China and Russia



MOBILE

50 Individual mobile diaries to record real-time behaviour of consumers

