

NAVIGATOR

Immersive qualitative diagnostics for consultancies





Navigator is a carefully curated package of qualitative interviews designed to provide effective + responsive qualitative input into strategic assignments

Adding qualitative value to consultancy rigour

We recognise that in the world of strategic management consultancy time is at a premium. Consultancies have a wealth of quantitative and analytics data to hand but frequently less time for human intel.

Testing consumer feelings, perceptions and attitudes is harder to achieve. There simply isn't the time to deliver the detailed qualitative insight that takes time in the planning, execution and delivery regardless of how valuable its contribution may be.

This is a missed opportunity.

Intrinsic's Navigator process delivers this human input in a way that's both effective and timely





Qualitative insight helps you understand why, not what?

In relying solely on quantitative data to guide decisions we there's the risk of overlooking the more emotional factors that drive peoples' behaviours and explain how they can be influenced. Whether shaping an offer, valuing a brand's value or identifying a strategic opportunity understanding the human response to brand issues adds real depth and value to consultancy advice.

Resolving the issue of timely insight

In a typical consultancy project conventional qualitative approaches tend to deliver insight too late in the process to be of value. That's why, in Navigator, we've developed a process and suite of qualitative packages that can be delivered speedily either as stand alone pieces or as part of a wider research collective.



Unlocking real beliefs

Exposing how people relate to brands, products and services - the feelings, beliefs, perceptions and truths that define a brand

Why Navigator?
Because each package delivers several concise inputs to understanding brand challenges

Adding real-time response

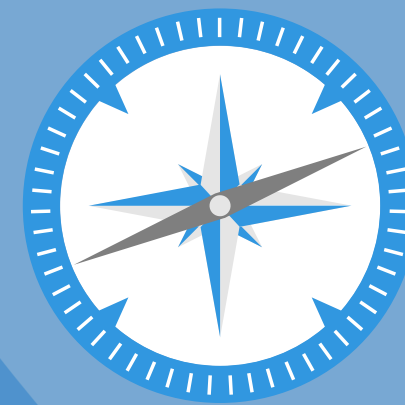
Quick, responsive real-time opinion that's curated, analysed and fed back into the decision making process as its needed

Exploring brand values

Is the brand itself on the way up? Is it under-exploited or are their potential perils ahead?

Evaluating brand position

Establishing precisely where the brand fits relative to its competitors and highlighting opportunities for brand stretch



We immerse, engage and interview in-depth to uncover emerging trends and consumer beliefs

02

Our specialists identify, seek out and select the audiences that really matter

01

We work with you to define the issues + knowledge gaps that need to be addressed

03



04

We codify, distill and interrogate each interaction draining every last drop of insight

05

Our feedback is curated, designed and visually developed for clarity of communication

06

We deliver a half day workshop to communicate wisdom, not data

**The Navigator
process is
seamless &
efficient**

A typical three week turnaround from kick-off to debrief*

Immersion

We interview, investigate and examine each respondents's perspective on several issues ~ Our rolling analysis begins

Insight

A Director led- verbal debrief with accompanying visuals and a management summary with verbatim

2

3

1

3

Inception

Where we probe, debate and interrogate you to build the optimum sample frame and key questions

Interpretation

We transcribe, analyse and build hypotheses based on emerging themes in the insight

*Subject to agreed sample size

The Navigator consumer packages

Base

From £6,500 / per 10 discussions

Based on a basic consumer/
shopper profile buying/
choosing mainstream
consumer brands. 1 hour
interviews

PACKAGE A

Premium

From £8,500/ per 10 discussions

Based on consumers
choosing/buying mainstream
premium/luxury consumer
brands. 1 hour interviews

PACKAGE B

Complex

From £9,750/ per 10 discussions

Based on complex/niche
luxury brand consumers
consuming specialist brands.
1 hour interviews

PACKAGE C

*Each package is inclusive of set-up project discussion, respondent recruitment, respondent goodwill gestures, moderation, analysis and a ½ day workshop debrief session. Costs are for UK fieldwork only and are exc. VAT. International rates can be provided on request. Costs do not include for travel, subsistence or accommodation which, if required, will be charged for separately at cost

The Navigator B2B packages

Operational

From £7,500/ per 7 sessions

B2B decision makers at an operational level within Medium-large sized businesses. 45 min interviews

PREMIUM

C-suite

From £9,400/ per 7 sessions

Director/board level interviews with C-suite decision makers in medium-large sized businesses. 45 minute interviews

COMPLEX

*Each package is inclusive of respondent recruitment, respondent goodwill gestures, moderation, analysis and a ½ day workshop debrief session. Costs are for UK fieldwork only and exc. VAT. International rates can be provided on request. Costs do not include for travel, subsistence or accommodation which, if required, will be charged for separately at cost

INTRINSIC

ABOUT US



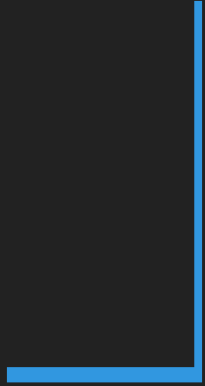
We Help Brands Better Understand
And Deepen Their Relationships
With Consumers





Getting to the heart of what matters, when it matters

Specialising in qualitative and quantitative insight Intrinsic works with some of the world's leading businesses to help them understand the consumers' relationship with their brands. We employ a multi-lens approach that incorporates expert qualitative, mobile and social techniques to get closer to what consumers are really thinking when it really matters to them. In doing so, we help clients identify new opportunities and ways of engaging with customers through better product, brand communication and experiences

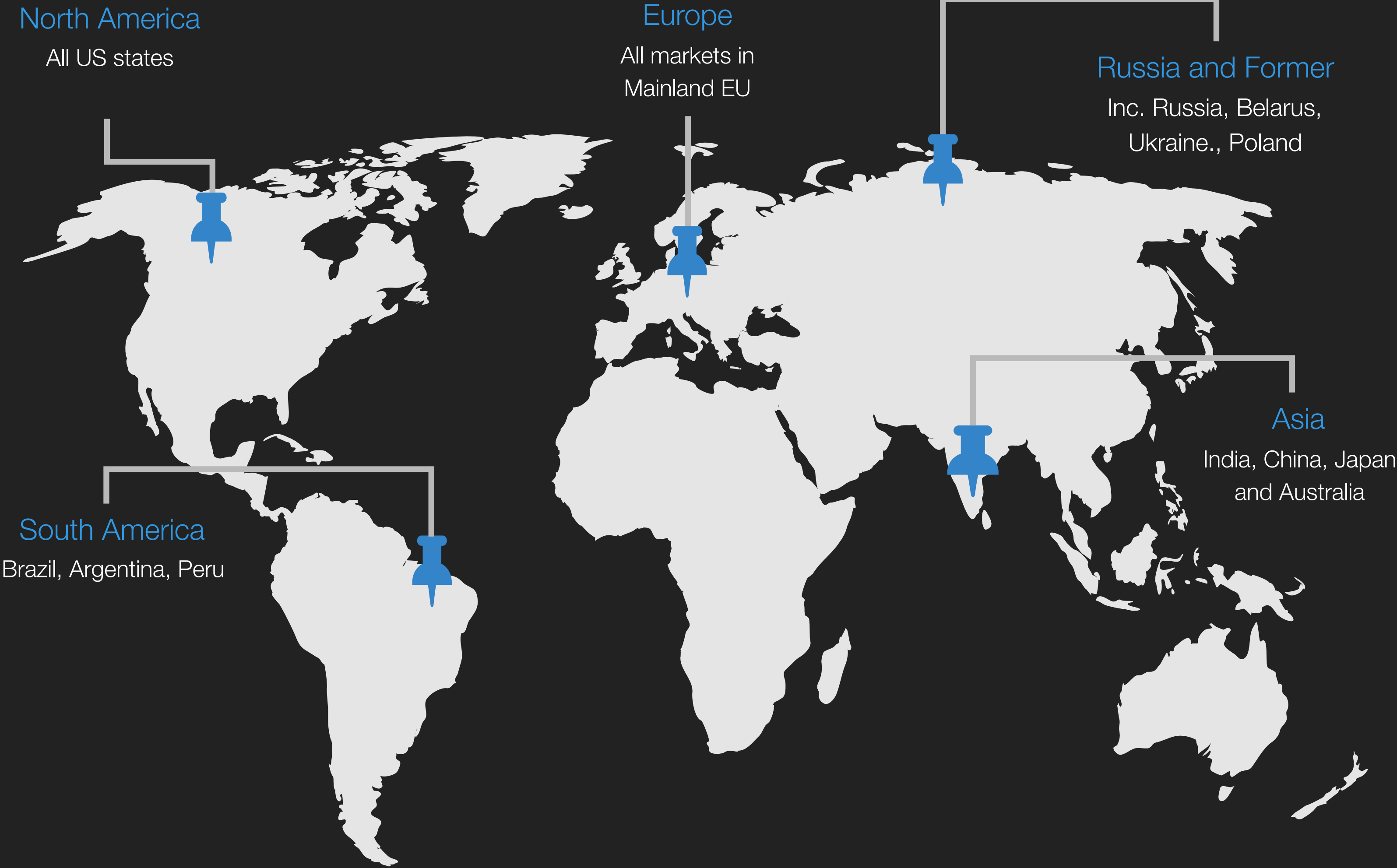


WHERE WE WORK

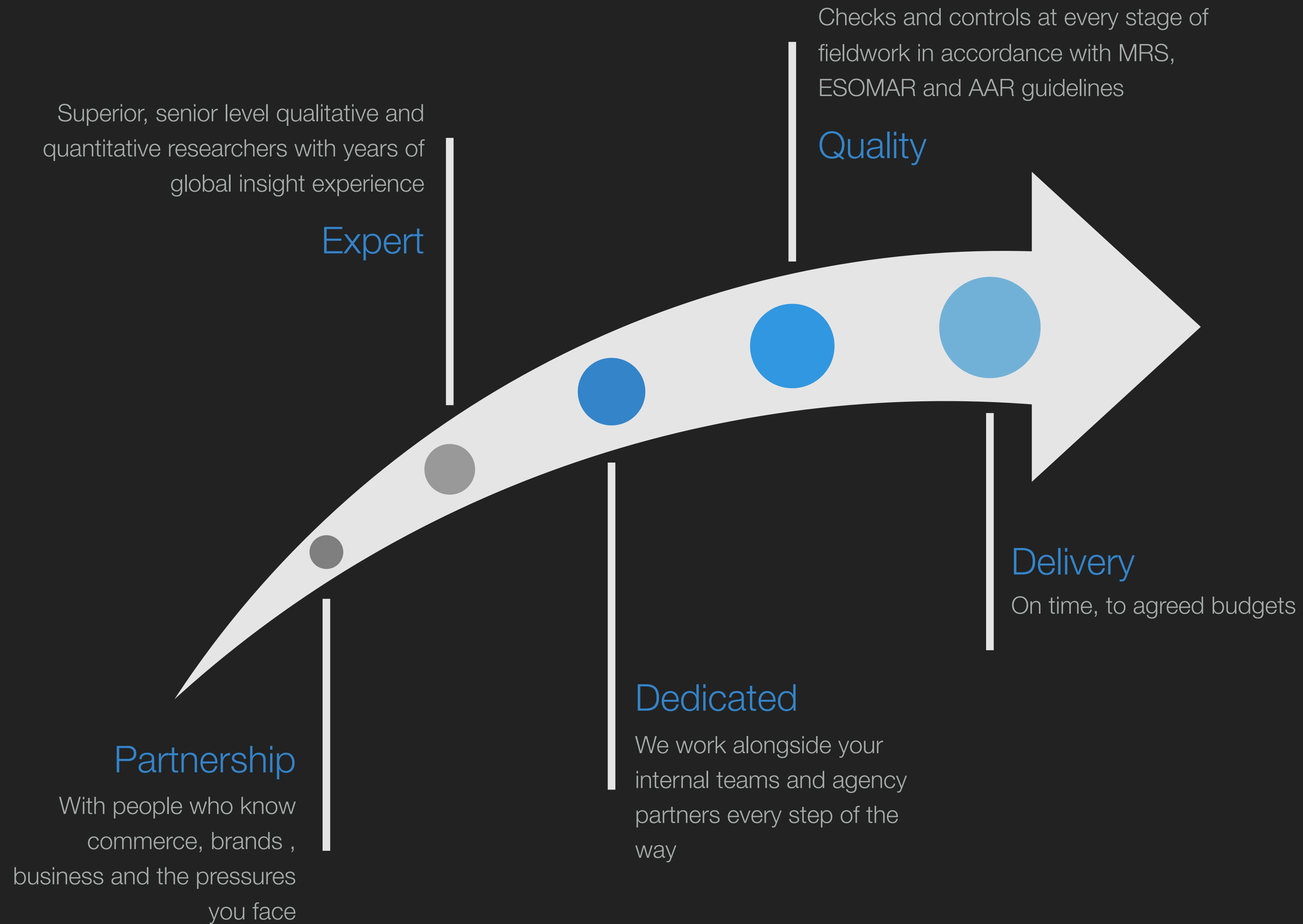
Global reach and experience

Working solus and with long-term research partners in all of the major Economic regions and emerging markets globally.

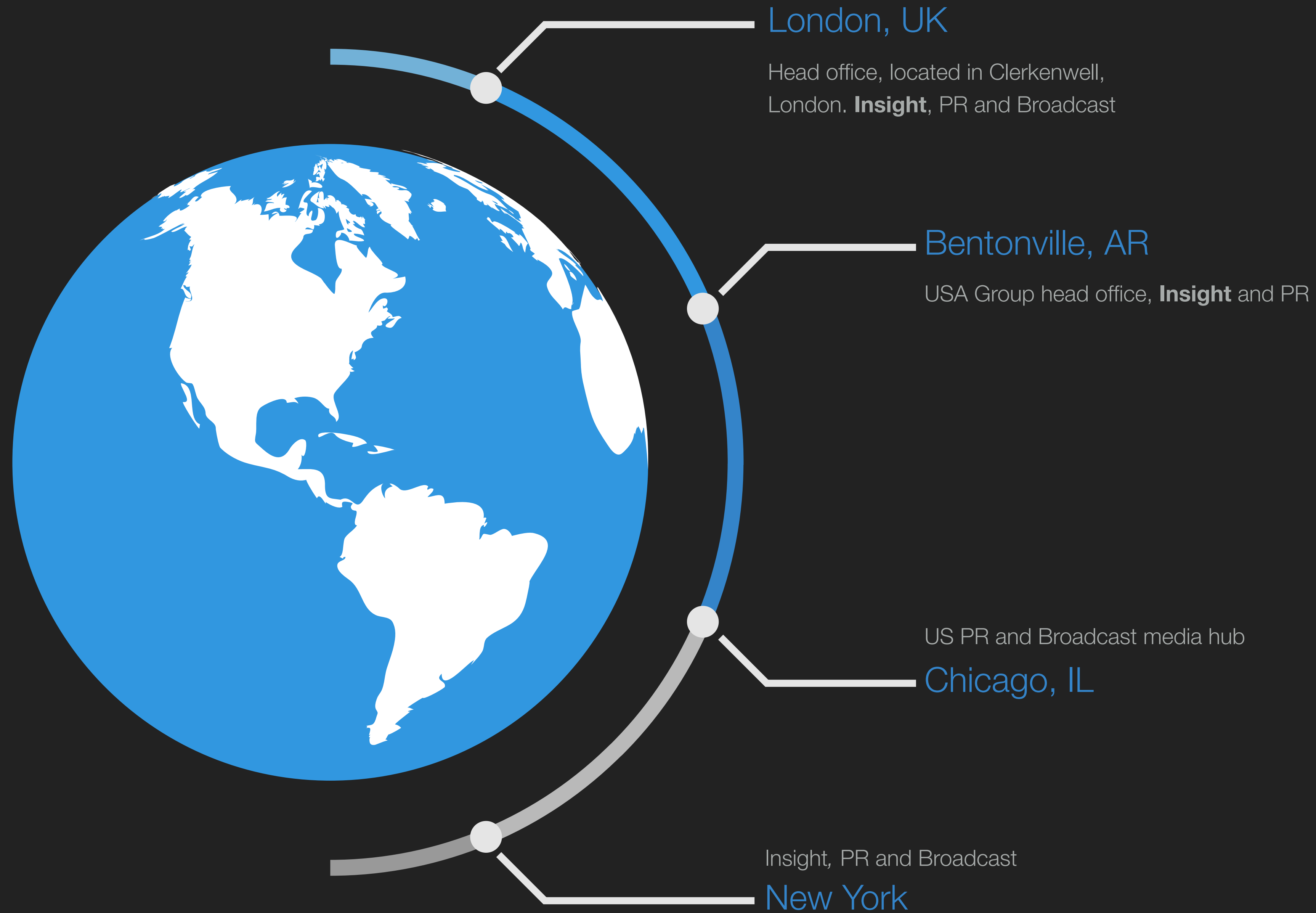
Intrinsic is present in territory for all projects to manage, oversee and interpret insight at the local level.



INTRINSIC - DELIVERING QUALITY, ACTIONABLE, INSIGHT



INTRINSIC - WHERE YOU CAN FIND US ~ 4MEDIA GROUP LOCATIONS





It's time, let's go

OK, so now you know a bit about us. Still, it's a bit scary going out with someone new for the first time, isn't it? But, don't worry we're really used to making people feel comfortable about the process of working with us. We get to know you and your teams intimately and work hand in glove with you to deliver the insight you need so you can get on with the business of making sensibly informed brand and product decisions.

Why not start by chatting to us and hear first hand how we can help you?

Contact: Ian Jenkins, CEO on +44 (0) 207 099 0400 or +44 (0) 7767 342397 or drop us an email to info@intrinsicinsight.uk.com





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