

Introducing our **CONSULTING & ADVISORY SERVICES**



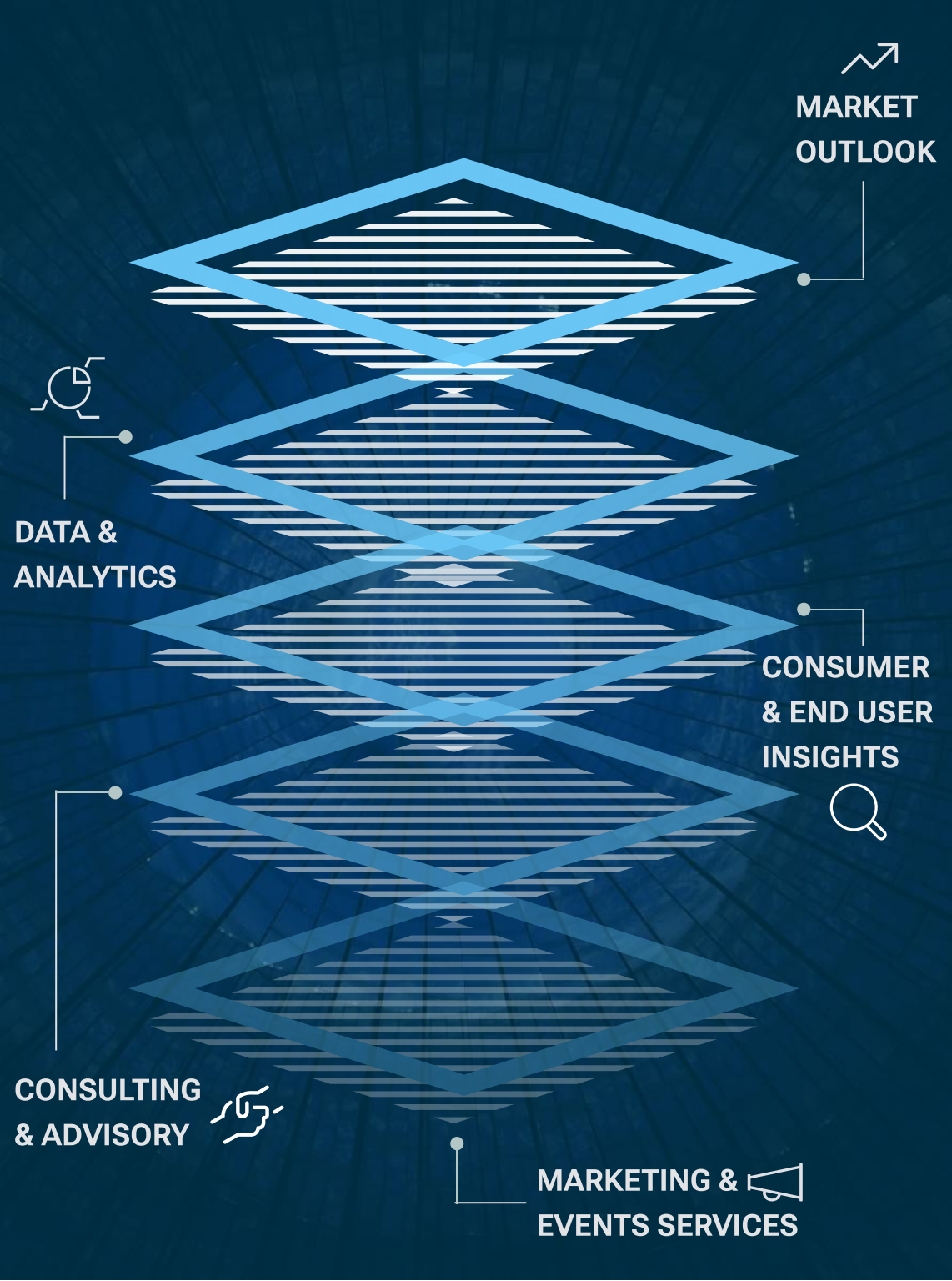
WHO WE ARE

RESEARCH STACK

CAPABILITIES

DELIVERABLES

CASE STUDIES



Our service **STACK**



MARKET OUTLOOK

A blend of data-driven insights, market forecasting, and deep qualitative insights derived from primary research. Leveraging a vast network of supply chain contacts, the service identifies incumbent opportunities to guide strategic decisions.

DATA & ANALYTICS

500m+ data points every year, hosted across an AI-powered cloud-based platform. Through advanced data visualisation, the platform offers a wide range of services, from an easy assessment of hundreds of products in a single data set to an examination of daily pricing services.

CONSUMER & END USER INSIGHTS

Expert consumer & end user perspectives, delivered through a broad range of quantitative and qualitative methodologies. Covering the product life cycle, market understanding and opportunities, product and service development, brand tracking, campaign and comms effectiveness, and the customer experience and purchase journey.

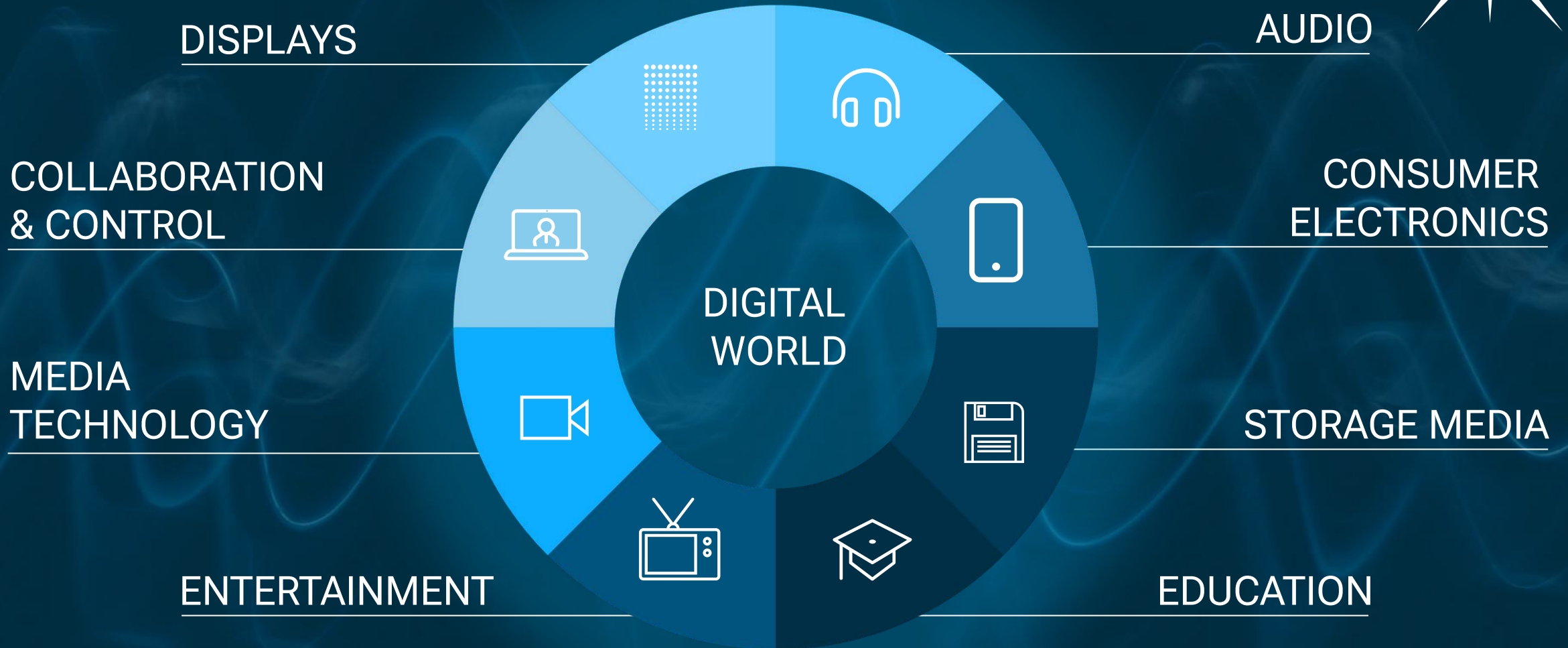
CONSULTING & ADVISORY

Tailored solutions to solve a labyrinth of challenges. Through the ongoing support of a team of seasoned consultants and industry experts, Consulting & Advisory combines research excellence with pragmatic, real-world advisory, so clients can seize emerging opportunities and accelerate growth.

MARKETING & EVENTS SERVICES

Efficient, targeted, and impactful marketing and event solutions, backed by Futuresource's data-rich insights. Measure campaign performance, host influential events, and optimise your communications with brand perception tracking, campaign support, competitive intelligence, customer behaviour, and more.

OUR INDUSTRIES



Your market research **PARTNERS**

SEASONED ADVISORS

Trusted by tech and media powerhouses to provide actionable insights and data for over 35 years.

DEEP SECTOR KNOWLEDGE

Sharing subject matter expertise through practical insights into markets and adjacent sectors.

OUTCOME DRIVEN

Placing transformation at the core. Opening the doors to new markets, audiences, and ways of doing business.

BESPOKE AGILE INNOVATIVE

Uniting rapid delivery with uncompromising quality. Providing first-rate services, without the fluff.

RESOLUTION OBSESSED

Solving today's challenges while anticipating tomorrow's. Unlocking the formula for long-term growth.

Our bespoke C&A CAPABILITIES

Unearthing opportunities for expansion through new market entries, product and service development, and strategic mergers & acquisitions. A thorough assessment of growth drivers, trends, competitive benchmarking, and demand analysis.

A customised roadmap to support a bulletproof go-to-market strategy. Clear, straightforward advice on optimal pricing, prime positioning and ideal sales and distribution channels.



INNOVATION STRATEGY

An outcome-driven game plan to maximise return on your R&D investments. Identifying innovation opportunities, technology trends, high-demand product features, and how to position for launch.



CUSTOMER INTELLIGENCE

Improving customer acquisition, retention, and loyalty. Strategic recommendations based on in-depth analysis of your consumers' behaviour, decision-making, shopper journey, and profiles.



GROWTH STRATEGY



GO-TO-MARKET STRATEGY

Our competitive intelligence service supports informed decisions based on your competitors' movements, products, and market share.



COMPETITIVE INTELLIGENCE

Explore our client success **CASE STUDIES**

INNOVATION STRATEGY

Building the Future of
Play: How Innovation
Strategy Created a
Future-Proof Product

CUSTOMER INTELLIGENCE

Confidence Creation:
How Focus Groups
Fuelled the Strategy of a
Content Creation Client

GROWTH STRATEGY

Uncovering the Trends:
Tackling market saturation
with a trend-driven
growth strategy

GO-TO-MARKET STRATEGY

From Concept to Reality:
Pricing Strategies
to Bring An Innovative
B2B Technology
to Market

COMPETITIVE INTELLIGENCE

The Benchmark of
Success: How
Competitive Intelligence
Secured a Solid E-
Commerce Strategy

*Click each section for **case study breakdown** or view appendix*



Thank you

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ABOUT US

We are a market research consulting company providing a range of specialist intelligence reports and ongoing personal debriefs to support business decision-making.



Case Study Appendix:

BUILDING THE FUTURE OF PLAY

How innovation strategy created a future-proof product



THE PROBLEM



Our client was a **household name in kids' play**, but their main product was rooted in the physical. With children devoting more and more time to **digital products**, they knew they needed to innovate or else fight to maintain relevance.

THE APPROACH



Our team pinpointed the **top 25 future drivers and disruptors of kids' play** to provide an in-depth roadmap of **product innovation strategies**. A conference was then held to further explore the analysis, which was crucial in aiding the client's understanding of the landscape. A deep-dive and **detailed breakdown into the top 10 overriding trends** provided full-scale analysis and actionable insights.

THE OUTCOME



By examining the impact of **virtual reality, mixed reality, augmented reality, AI, voice recognition, gesture control, wireless technology developments, and flexible displays** on the kids' play industry, we were able to provide profitable routes forward for this icon of children's toys.

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Case Study Appendix:

CONFIDENCE CREATION

Driving the Customer Strategy of a Content Creation Client



THE PROBLEM



The client's products reached a huge range of demographics and consumers, but they wanted clarity on how to grow and expand within the content creation market. To achieve this, they needed to better understand these consumers.

THE APPROACH



Through a series of 1:1 meetings, our team of consultants worked with the client to determine their goals and challenges. They mapped out questions and segmentation for a **nationally representative survey of around 12,000 US citizens**. They then identified five focus groups, each segmented by a range of qualities and characteristics. Of the five focus groups, **10 highly engaged end users** were selected for an in-depth interview (IDI) to further uncover their wants and needs.

THE OUTCOME



Through **customer intelligence** that was extensive in both scale and detail, the client successfully identified gaps in the market. Our consultants' clear guidance and advice enabled them to **align their products seamlessly** to meet the needs of their ideal customers.

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Case Study Appendix:

UNCOVERING THE TRENDS

Tackling market saturation with a trend-driven growth strategy



THE PROBLEM



With the market for a **Consumer Electronics titan** approaching saturation, growth was beginning to plateau. The client approached our consultancy team to help curb the slowdown and fast-track growth, requiring a **bulletproof long-term growth strategy**.

THE APPROACH



We pinpointed the **50 trends expected to have the biggest knock-on effect**. From the rise of women in the workplace, the wider acceptance of gender neutrality, to the burgeoning awareness of digital health, an **outside-the-box mentality** was adopted to cover all ground. These were delivered through an **in-depth report**, followed by a **workshop** to explore the key themes, as well as a second wave covering the **top 10 trends** our client could use within their business.

THE OUTCOME



Through a 360-degree approach, the client gained a detailed understanding of the **current and future landscape**. Our expert consultant team helped arm the client with the insights needed to craft a successful growth strategy, determining the most **lucrative investment areas**.

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Case Study Appendix:

FROM CONCEPT TO REALITY

Strategies to Bring an Innovative B2B Technology to Market



THE PROBLEM



Having spent years refining a **revolutionary new B2B technology**, a world-leading tech powerhouse felt ready to transition a product from concept to reality. To achieve this, they needed to understand vital considerations around **pricing, usage**, and the **current deployment landscape**.

THE APPROACH



We began an **intensive field study** to help our client fringe their product ever closer to market. This involved interviewing **1600+ decision-makers and influencers** across the three key markets, while using Van Westendorp and Gabor Granger **pricing models** to determine optimal price points / their willingness to pay across a blend of options. These findings were then segmented by **sector, job role, job level**, and other key demographics.

THE OUTCOME



We determined the **client's ideal customer** and the optimal mix of products and services across both software and hardware. We also gained a realistic assessment of how likely end users were to invest in the client's radical new product – determining if the price, and the time, were right.

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Case Study Appendix:

THE BENCHMARK OF SUCCESS

How competitive intelligence secured a solid e-commerce strategy



THE PROBLEM



A client of ours wanted to build a solid **direct-to-consumer e-commerce strategy**. They'd spotted an opportunity to sell bulkier products that their competitors were overlooking. This presented a chance to **improve margin efficiencies** and gain an edge in the market.

THE APPROACH



Phase one involved a **close analysis of the market landscape** to lift the curtain on the offerings and performance of their competitors. We then benchmarked the client's overall performance by **retail channel**. The second phase focused on developing a direct-to-consumer e-commerce strategy, implementing an **ongoing monitoring programme** that was repeated every 6 months. Our consultants followed the brand's strategy over several years, measuring and quantifying its effectiveness.

THE OUTCOME



Our client gained a realistic assessment of their competitors and had their assumptions about the landscape validated. With **comprehensive data points** and **measurable success indicators**, they were able to create and execute a strong e-commerce strategy and gain an edge on their competitors.

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