

A whole brain

Approach to innovation

“SERVICE INDUSTRIES ARE EVOLVING QUICKLY. COMPETITION IS FIERCE AND MANY ORGANIZATIONAL OFFERINGS ARE AT PARITY. INNOVATION IS BECOMING A MANDATE. AS A MARKETER, I NEED TO GET TO KNOW MY CUSTOMERS ON A DEEPER LEVEL SO I CAN IDENTIFY NEW IDEAS THAT WILL DRIVE MY ORGANIZATION FORWARD.”

Innovation teams need new insights in order to find unique and relevant ways to grow in a competitive and frequently undifferentiated category. What’s often missing is an ability to tap into whole brain thinking so you understand people’s rational reaction to what you say and do - as well as their deeper, more intuitive and emotional reaction to what you say and do.

Drumcircle’s Solution

Drumcircle offers a whole-brain approach to insights and innovation. That’s because we know, from neuroscience, that your customers decide to do business with you (or not) intuitively or emotionally. Then they decide if you meet their more practical requirements.

Using our suite of tools and techniques, you can tap into the right and left brains of both your customers and your internal teams to produce more penetrating insights and effective concepts.

For example, our online tool, b.frank can help you identify and quantify emotional white space and link it to functional concepts.

Our qualitative methodology taps into the left and right brain by giving participants time to create (a right brain activity) and analyze (a left brain activity). You can co-create specific ideas and concepts with your target market, then use our creative team to help you build concepts which can be evaluated and improved on via the Create/Debate process as well.

WHO WE ARE

Drumcircle is an insights and innovation company. We’ve reinvented research to tap into the left- and right-brains of your customers and your team so that, together, we can generate new insights that will drive your business’ success.

WHAT PEOPLE ARE SAYING

My involvement with Drumcircle produced some of the best work in my career.”

[DIRECTOR, BUSINESS INSIGHTS, CPG]

Most groups are like watching grass grow; these are fun.”

[MARKETING DIRECTOR, FINANCIAL SERVICES]

“Fun and productive. We frequently refer to the work”

[VP RESEARCH MEDIA COMPANY]

WHAT DRUMCIRCLE CAN DO FOR YOU:

Fresh insights. Guaranteed. And ideas, concepts, strategies that will result in business growth.

SEND AN EMAIL TO

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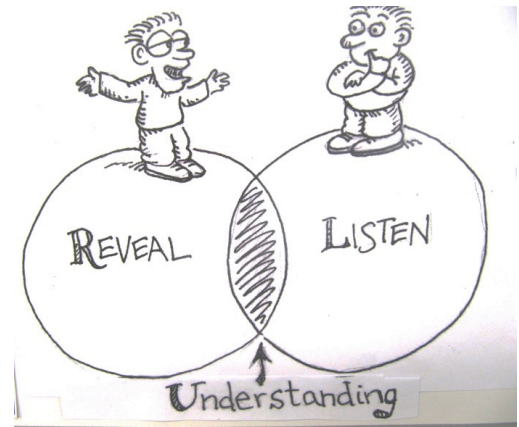
Client Example: Health care. Strategic project.

Health care is a regulated industry with little room for new ideas. This company wanted to develop a new offering for small business customers. The product offering was set but there was room to innovate via service delivery, support, education and messaging.

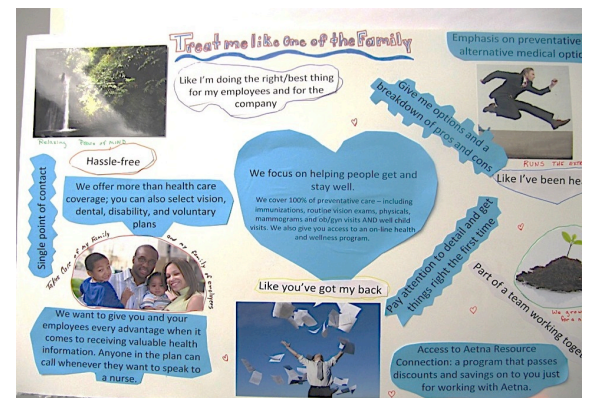
We used b.frank, our online tool, to identify how people wanted to feel as a result of doing business with our client vs. how they currently feel. We also had participants brainstorm how a company could make them feel that way. We identified a real gap the brand could fill, helping small business decision-makers feel liberated from health care-related tasks as well as trusted by their employees. We identified a variety of ideas to help them feel that way.

Using our version of focus groups (called Create/Debate Sessions), we worked with small business owners to build specific ideas about how our client could help them feel liberated and trusted. Business owners and 3rd party sales people created collages and story lines (using stimuli we gave them) to show us their thoughts and feelings. We then developed specific ideas and programs for the company to integrate into their marketing and messaging programs.

Contact us for additional cases or check out the Solutions section of our website: www.drumcircleco.com.



This is an artifact from the Create/Debate groups that shows how a 3rd party broker analyzed the core problem: a lot of talking and listening but no understanding.



This is an artifact from the Create/Debate groups which shows what small business owners want on an emotional and practical level.