



**BRAND iGNITE**

The book of  
*inspiration*

A short story about turning  
insight into growth.

# Hello.

The Book of Inspiration

Welcome to our little book of inspiration.

We share our thinking and approach to turning human insight, into brand growth.

Our motto from day one was...

Start with the customer.

End with the bottom line.

We believe in the power of inspiration and storytelling to get you there.

*Be  
inspired*

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*Be  
inspired*

# Chapter 01

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# The Opportunity

There has never been more pressure to make the right decisions, to drive brand growth.

You are expected to build compelling propositions, understand and respond to changing customer behaviours, make your brand easy to think of and buy, and prove commercial return on your investment.

All with finite budgets and stretched teams.

Market research will always help.

But many projects end the same way.

With information. The ‘what’.

Then somewhere between data and decisions, research can go quiet.

**We wrote this book, and built our agency, to bridge that gap.**

**And to fill it with opportunity.**

# Chapter 02

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# The Belief

Information has its place.  
But insight is something you  
should feel, not just read.

Inspiring insight leans into the emotive 'why'.

It is the meaningful key to unlock growth.

Inspiration is in everything we do.

**In our DNA.**

From investigative research design through to human  
storytelling.

Inspiration is powerful and ignites confidence.

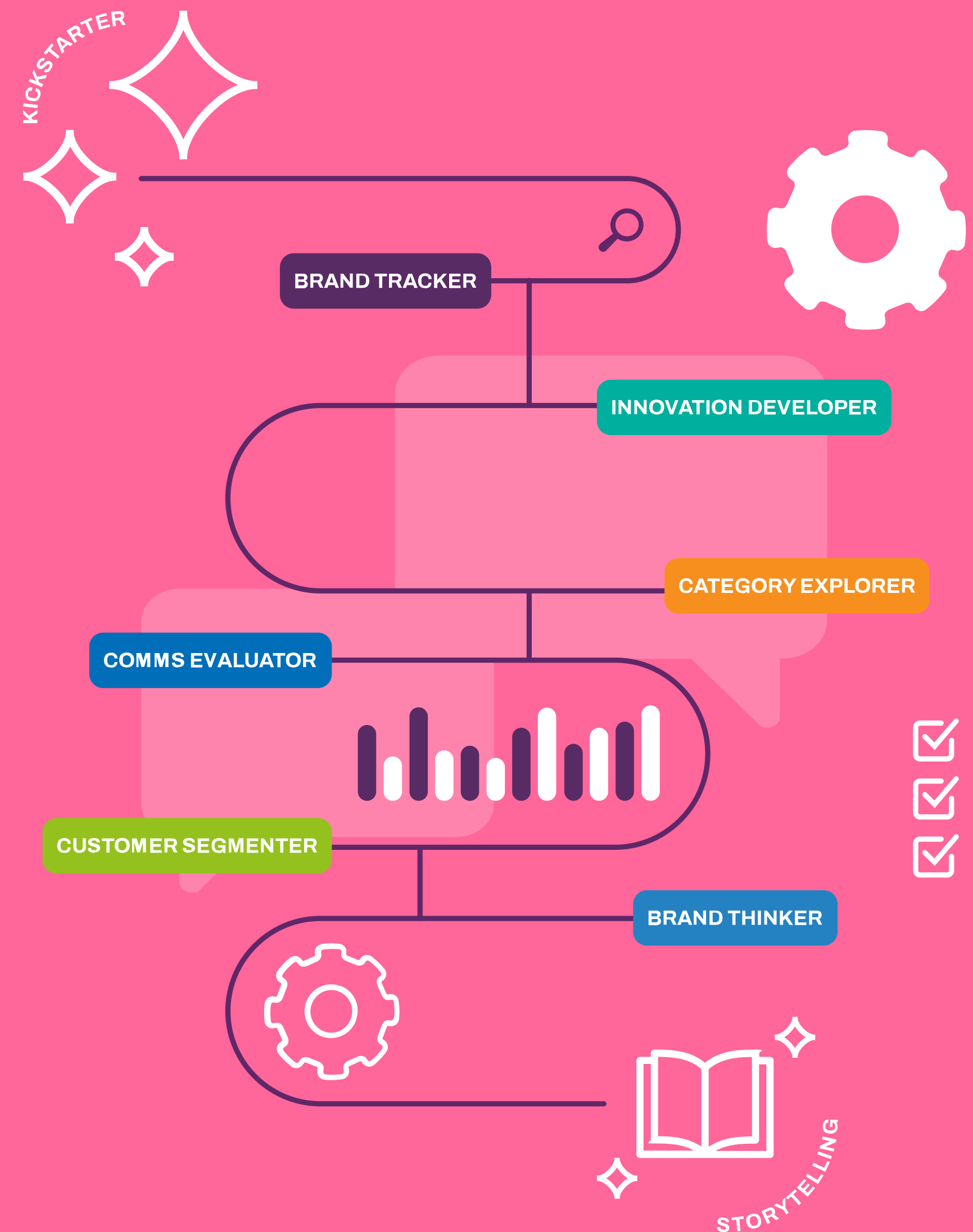
We believe that when you are inspired, great things can  
happen.

**And your brand will grow.**

# Chapter 03

# The System

To bring our belief to life, we developed our 3-part Inspiration System.



# Firstly, our Kickstarter

The immersion module.

Every challenge starts with a question the business can't yet answer with confidence.

We focus on intent and clarity. Partnering with key stakeholders. Identifying the core challenge your brand faces.



# Next, our Inspiration Generator

## The design module

We start at the end and work backwards. How will the insight be used, and by who.

Each design is a tailored solution and starts with our framework of six core insight products and blended methodologies.



# Finally, our Storyteller

The insight module.

We craft a blend of data and discovery, embedded in a story that engages and inspires.

We humanise the customer and make insight easy to use. Igniting ideas and imagination, ensuring you feel inspired to drive the growth you seek.



# Chapter 04

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# The Framework

Our framework for research design features core products and services from the Inspiration Generator

Six different stories to tell. And more.

Blended qualitative and quantitative methodologies.

**For insight that inspires.**



## Brand Tracker

Our HEART model combines customer insight, category data and commercial impact.

Setting a trajectory for your brand and understanding what is driving behaviour.



## Innovation Developer

Stay ahead of the curve, from concepts to sensory, and co-creation and UX testing.

Inspiring and developing the potential in ideas before the business commits.



## Category Explorer

Deep dive into the dynamics of your category landscape, its brands and customers.

Reveal the drivers that shape opportunity and drive commercial performance.



## Comms Evaluator

Creative development from concept testing to live campaign evaluation.

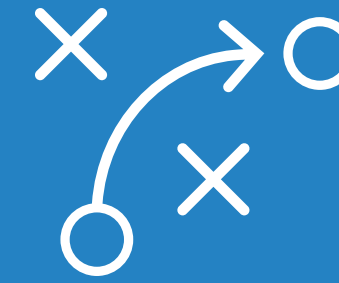
Understanding the contribution that communications make to the growth of the brand.



## Customer Segmenter

Understanding the richness of nuances within your customer or category base.

Tailor your brand activity to different audience needs, attitudes and behaviours.



## Brand Thinker

From positioning to pricing, or brand models to proposition development.

Creating a strategy that the whole business can understand, believe in, and act on.

Of course, our framework has more to offer too. From sensory testing to customer experience, and from sprint projects to workshop facilitation.

# Chapter 05

# The Proof

Don't just take our word for it.

**We believe in proof, not promises.**



# Chapter 06

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# The Agency

Insight to inspire.

Commercially focused.

Strategic partners to our clients.

Brand expertise.

Blended and bespoke methodologies.

Dedicated to service excellence.

Ambitious and experienced team.

At the speed of you.

Ignition Rooms - our viewing facility.

Founded in 2012.

# Chapter 07

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# The Team

Introducing our senior team

Representation on all projects.

**How our clients experience  
us really matters.**



### **Paul Arscott, Managing Director**

Highly experienced brand strategist and insight lead, with 35+ years in the industry across regional and global agencies. A career background in communications and brand strategy, from advertising to direct and digital. Now a Certified member of the Market Research Society and founder of Brand Ignite.



### **Jackie Moore, Operations Director**

Experienced marketing operations specialist, delivering results-driven strategy and execution across agency and client-side environments. Extensive commercial experience spanning multiple industries in the UK and Europe, with expertise in end-to-end marketing operations and PRINCE-qualified project delivery.



### **Kirsten Colley, Head of Insight**

Seasoned insight specialist who loves getting to know her clients and their organisations; understanding people better and using this to guide business decisions. Skills spanning brand tracking to customer propositions and comms strategy, research design is always built with the usability of the insight in mind.

# Chapter 08

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# The Invitation

Are you ready to start  
your new chapter?

The Book of Inspiration



*Be  
inspired*

# BRAND iGNITE

Thank you.

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