

We help our clients do the right thing by understanding people

Sense Worldwide

We're a Creative Strategic Consultancy

For over ten years we have helped global companies grow their businesses by transforming their total approach to insight, innovation and strategy.

We work globally in a people-centered way, as interdisciplinary teams using tools nobody else has.

Master Planning for Brands and Business™ is how we have built our reputation.

1: INSIGHT & Planning Opportunity Mapping

Holding a Research Amnesty™ allows us to synthesise what businesses already know, in newly integrated ways.

Building on insights from this valuable derived knowledge, we uncover latent needs and identify fertile opportunities to grow, innovate or diversify brands, products and service experiences.

“Creativity and actionable insights underpinned every part of this study from the methodology right through to final output.”

Claire O Connor
EMEA Director Insights, Innovation, Discovery

2: INNOVATION & Creativity Co-Creation Of Ideas

We design innovation programmes and platforms for your teams to collaborate with colleagues, agencies, but most importantly, customers and consumers.

We co-create ideas and visually bring them to life. We test, develop and refine these ideas and concepts using rapid prototyping. To understand this process, see our whitepaper at: www.thespiritofcocreation.com.

“Just spend time working with the consumer... then you really start to get somewhere new that the brand can go.”

Jason Fulton
Consumer Cultures Manager, Nike EMEA

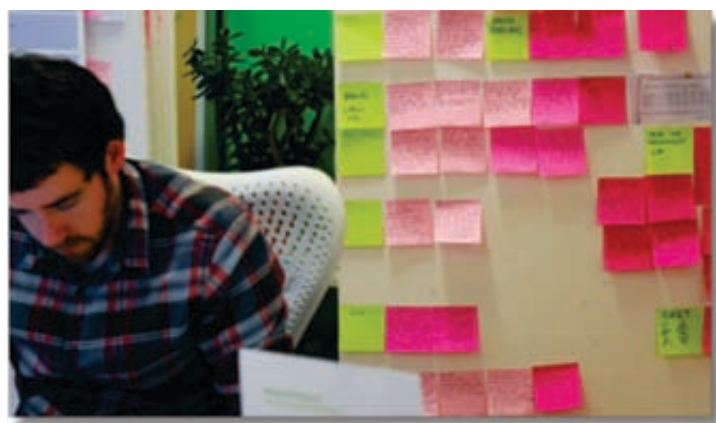
3: STRATEGY & Briefing Integration & Alignment

A method and culture of collaboration creates synergy and new value. The way we integrate thinking leads to multidisciplinary briefs, applicable anywhere.

This approach aligns internal teams and agencies with an integrated strategy, so execution is in unison, adding value and building equity across every brand communication and consumer interaction.

“... a vivid communications brief... that our Chief Marketing Officer chose to disseminate to all regions as an example of best practice.”

Alison Falconer
Global Planner, Diageo



“The judges credited Sense’s intelligent and collaborative working methods... as marketers look to maximise the value they receive from insight.”

Marketing Magazine

A GLOBAL TEAM The Sense Network

We have conducted and delivered client assignments in every region of the world.

We have 2,200 people, across 55 countries, working in 35 languages who are inspired to work with Sense Worldwide.

CLIENT EXPERIENCE Toilet cleaners to TV programmes and high fashion to pharma

Including: Bank of Scotland, BBC, British Telecom, Campbell's, Cartoon Network, Converse, Diageo, Discovery, Electrolux, Environwise, Fiat, Habbo, Hasbro, Herman Miller, Hewlett Packard, ITV, John Richmond, Johnson & Johnson, MeadWestvaco, MTV, National Theatre, NESTA, New York Times, Nickelodeon, Nike, Nokia, Orange, Philips, Premier Foods, Procter & Gamble, Reuters, SC Johnson, Sony, T-Mobile, The Economist, Unilever, VH-1, Vodafone,

PLATFORMS & TOOLS Underpinning insight and engagement

FYI - 'For Your Inspiration' for socialising insight and extending the return on research investment.

CNCT - 'Community Network Conversation Tool' for collaborative engagement with consumers and stakeholders.

SERVICE CAPABILITIES It's all about people, things and the future

Research Amnesty™, Synthesis, Desk Research, Social Media Scanning, Polling of Sense Network, Stakeholder Alignment, Scoping Session.

Contextual Research, Competitive Analysis, Semiotic Analysis, Cultural Analysis, Recruitment: Expert / Leading Edge / Creative Consumers, Learning Journeys, Ethnography, User Research, Design Research, Observational Research, Inference & Analysis, Segmentation Studies, Behavioural & Conceptual Modelling, Opportunity Mapping, Book of Insights, Training and mentoring.

Co-creation Programmes, Creative workshops, rapid prototyping, concept and proposition development, Service Design, Communication Design, Environment Design, Interaction Design, User Experience and Customer Journeys, wireframes, product testing, Consumer Research and concept exposure, Big Ideas Books, Brand Experience Blueprints

Strategic Planning, Brand Positioning, Creative Development, Scenario Planning, Strategy Roadmaps, 360 Vision Documents, Immersion Spaces, X-Agency Briefing, Master Planning²



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