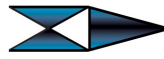




WHYS Research



Explore, Acquire, Excel

Strategic Focus

- Unlock the WHYS - the inherent motivators and drivers behind customer preferences, decisions and behaviours
- Inspire effective management decisions
- Add value to research investments with a long term perspective

Special Expertise

- Advertising Concept Development
- Branding & Corporate Images
- Customer Satisfaction
- New Product & Service Development
- Product & Service Relaunch
- Social Behaviour

Research Methods

- Focus group discussions
- In-depth interviews
- Multi-disciplinary social research
- Community consultation
- Participatory action research
- Life story & narrative approach
- In-home visits
- On-line interviews & discussions
- Multicultural research (Asian specialty)

WHYS

desires
needs
attitudes
perceptions

preferences
behaviour

© WHYS Research

WHYS Techniques

- Interactive Qual™
- Life Value Driver™
- Semiotic Stimulus Set™
- Ad Motivator™

Industry Sectors

- Consumer Durables
- Finance
- FMCGs
- Leisure & Lifestyle
- Pharmaceuticals & Healthcare
- Retail & Residential Property
- Social & Community Services
- Telecommunications & Transport

WHYS Views

- e-newsletter featuring research developments and insights

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