



# the CROW Chronicle

The Crow Flies can help you build strong brand foundations – our ‘caw’ approaches will give you rigorous **research** diagnosis, laser-focused **strategy**, impactful **innovation** & effective **planning** to ensure you can impact your market at scale.

## 1. RESEARCH

The 5% of your budget on which everything else hangs. Get the diagnosis right and you have a chance of real success

### How Crow can help:

- **Intelligent Quant:** uses AI to weave more and better quality open-ended qualitative responses into a quant survey for added depth and punch.
- **Difficult to Reach Audiences:** from students to High Net Worth we help you reach tricky audiences
- **Internal Impact:** we work with employees at all levels to reveal what they really think and help align and unite whole teams
- **Extended studies and ‘Digital Dialogue’ research:** great for on-going connection with key consumer targets and building confidence as a project proceeds
- **Purposeful Portraits:** hit the sweet spot in breadth and depth by describing your desired target audience using a simple yet effective structure



## 2. STRATEGY

We help you work out which are the best strategic options, why, and what the implications of pursuing them are

### How Crow can help:

- **Market Map™:** identifies where potential positioning territories are, whether they’re owned and what the options for your brand or business are. Build your proposition without guesswork.
- **Current State Audit:** a triangulated package of qual and quant that measures **long and short** activities and perceptions - ideally repeated on a two-year cycle. The basis for strong strategic foundations.
- **Position and Proposition:** need to know where you sit in your market competitively, what the options are and what you need to do to exploit it? Crow can help.
- **Employee Value Proposition:** a brand is a vessel that contains association and lives within the targets head. This is just important internally as it is for an outwardly facing consumer brand.



## 3. INNOVATION

Innovation is the lifeblood of vibrant brands. And Crow has effective techniques to help you increase your chances of market impact

### How Crow can help:

- **Co-Validation:** putting consumers to work to solve the problems they have with your category, but might not realise it
- **‘Problems to Solve’:** ensures concepts don’t become unnecessarily complex and focus their offer on the value that people really want from them.
- **Idea Generation:** not all ideas are created equal. We’ll help create winning ideas and sort the wheat from the chaff
- **Pilot and Prove:** build concepts with consumers and get to the high potential ideas quicker and with greater confidence
- **The Framework for Innovation:** unlocks and identifies innovation pipelines, with the consumer at its heart, whilst not forgetting commercial ambition and goals



## 4. PLANNING

Do less and do it with scale. Force sacrifice. Unify stakeholders as you go. Our rigorous & robust planning approach helps you do that

### How Crow can help:

- **Hourglass Planning:** a structured process that enables you to understand your ‘current state’ and align behind a ‘desired future’, all the time building a clear narrative and rationale.
- **Obsessions:** Plans work when strategic foundations make sense of where you have competitive leverage in the market and then flow all the way through to action, with clarity, potency and inevitability. Don’t brainstorm random actions – obsess with clarity.
- The **Strategic Grid:** in a simple yet powerful way, helps to highlight priorities and challenges, build cases for change, and assist resource management in your portfolio.

