

# MILLENNIAL INSIGHTS



## A new approach to qualitative research.

We make it easy and more affordable for you to build better products, attract more loyal consumers, and retain relevance in a rapidly changing landscape.

## OUR SECRET SAUCE

Consumers already know what they want. The secret to creating winning strategies and great products is simple: listen to your audience. We give consumers a voice by asking the right questions in the right environments to uncover the “why” behind their decisions and preferences. Our agile approach allows us to tap into our growing Tribe of young consumers to source high quality insights, more quickly and cost-effectively for our clients. And who better to deep dive into the millennial mindset, than millennials ourselves?

## OUR SERVICES INCLUDE:

- » Focus Groups
- » In-Depth Interviews
- » Ethnographies
- » Surveys
- » Insight Communities
- » White Papers

## WHAT MAKES OUR INSIGHTS DIFFERENT?

1

### Our Tribe of millennials.

We connect brands to real people for real feedback on the things that matter.

2

### Our human-centered approach.

We are committed to transforming consumer research for a new generation of consumers and talent. We create an environment that is engaging and interactive, not sterile and uninviting.

3

### Our ability to speak millennial.

We talk to millennials as peers, not research subjects.

# WHAT IS OUR TRIBE?

As a client, you're not only getting the Purpose Generation team, but you're also getting access to our Tribe. We tap into our Tribe to gather quick, actionable insights on everything from how millennials shop, eat and connect, to invaluable feedback on our client's brand positioning and product offering. We also create custom tribes for clients based on their objectives and target consumer.

[VIEW OUR TRIBE](#)

## SAMPLE TRIBE MEMBERS

 <p><b>SAM</b> AGE: 29 FEMALE SAN FRANCISCO</p> <p><b>MILLENNIAL PERSONA</b> Serial Entrepreneur</p> <p><b>TRIBES</b> Foodies, Frequent Flyers,</p> <p><b>OCCUPATION</b> Winery Manager</p> <p><b>PERSONAL INTERESTS</b> Food &amp; Wine, Fashion, Music Festivals, Fitness Classes</p> <p>JOINED JANUARY 2015</p>	 <p><b>JORDAN</b> AGE: 26 MALE NEW YORK CITY</p> <p><b>MILLENNIAL PERSONA</b> Passionate Creative</p> <p><b>TRIBES</b> Movie Buffs, Fantasy Football Enthusiasts</p> <p><b>OCCUPATION</b> Advertising Account Manager</p> <p><b>PERSONAL INTERESTS</b> Extreme Sports, Travel, Craft Beer, NFL</p> <p>JOINED NOVEMBER 2014</p>	 <p><b>MADISON</b> AGE: 24 FEMALE CHICAGO</p> <p><b>MILLENNIAL PERSONA</b> Corporate Catalyst</p> <p><b>TRIBES</b> Exercise Enthusiast, Frequent Flyers</p> <p><b>OCCUPATION</b> Consultant</p> <p><b>PERSONAL INTERESTS</b> Luxury Items, Volunteering, Travelling, Reading, Fitness Classes</p> <p>JOINED FEBRUARY 2016</p>
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## OUR PROCESS

### DESIGN YOUR PROJECT



Design a research plan based on your success criteria and determine Tribe incentives.

### BUILD YOUR TRIBE



Define target consumer and build custom Tribe(s) or tap into our Tribe. We take care of recruiting, screening, and onboarding.

### LAUNCH RESEARCH



Conduct the research. We offer end-to-end support and invite you to be as involved or hands-off as you want.

### GET RESULTS

Analyze and interpret findings. We offer additional reporting services as well as strategic support.

[VIEW CASE STUDIES](#)