



Business Analytics & **RESEARCH LAB**

Gain user-centered insights into your business
for informed decision making.

Research Lab Portfolio

2024

Why is Research important?

Because in a highly competitive environment no decision can be taken lightly, information and its correct interpretation are the key to the success of current and future organisations.

"We navigate at the intersection of culture, history, behavioural insights, and market foresight.

Our goal is to strategically develop new products, brands, organisations, and sustainable business perspectives in today's ever-evolving world."

Co-creators of **Research Lab**



Juan David Brand

Brand Strategist &
Culture Intelligence
Specialist



Said Puentes

Anthropologist &
Culture Intelligence
Specialist

Helping companies gain insights and be better.



Powered by **anthropology** & human empathy.

TIF Research Lab is where innovation begins. We delve into the world of branding anthropology, a research methodology that explores the cultural context, behaviour and motivations surrounding your brand and its audience.

Our goal is to empower your brand to become proactive change agents, contributing to a brighter future for all.

Our Process

Our approach is designed to be both thorough and engaging, ensuring you get the insights you need. Here's a quick overview of how we work:

1 Discovery

Our journey begins with the Discovery phase. We take the time to get to know you and your unique needs. We listen carefully to understand your objectives, challenges, and the specifics of what you're hoping to achieve. This initial step helps us tailor our research to be as relevant and useful as possible for you.

2 Research Process

Next, we dive into the Research Process. We combine our expertise with the latest tools and methodologies to gather the most accurate and comprehensive data. Whether it's through surveys, interviews, or other research methods, we make sure to cover all bases to provide a solid foundation for our analysis.

3 Findings & Analysis

Once we have all the data, we move on to the Findings and Analysis phase. Here, we sift through the information to identify key insights and trends. Our team of experts works meticulously to ensure that our analysis is both deep and actionable, offering you valuable perspectives and solutions.

4 Report & Presentation

Finally, we compile our findings into a comprehensive Report & Presentation. We make sure to present our insights in a clear, engaging, and visually appealing way. During this stage, we'll walk you through our findings, answer any questions, and discuss how you can best use this information to achieve your goals.

We're here to support you every step of the way, making the research process as smooth and beneficial as possible.

Let's create something amazing together!

Our Services

Market / Product Viability Studies

Do you have a game-changing product or brand concept brimming with promise? Before diving in, ensure it has the market potential to succeed. Our Market Validation Studies provide the critical insights you need to make informed decisions and propel your idea forward.

We bridge the gap between your vision and reality.

Market Insights Reports

Specific and highly contextualised market & consumer research to provide key orientation to create effective penetration strategies, brand & product adaptation and marketing campaigns that can actually influence change.

Market insights combined both qualitative data and forecasting with cultural & consumer psychology approaches.

UX - CX User Intelligence Studies & Audience Mapping

We combine User Experience and Customer Experience research methods with ethnographic research and semiotic analysis to understand your audience's interactions and emotional journeys to provide empathy-driven innovation.

Organisational & Cultural Assessment

For companies worrying about productivity, engagement and change management indicators, we provide a strategy-driven Organisational & Cultural Assessment, to help execute internal culture plans capable of enhancing motivation, communication, creativity and innovation.

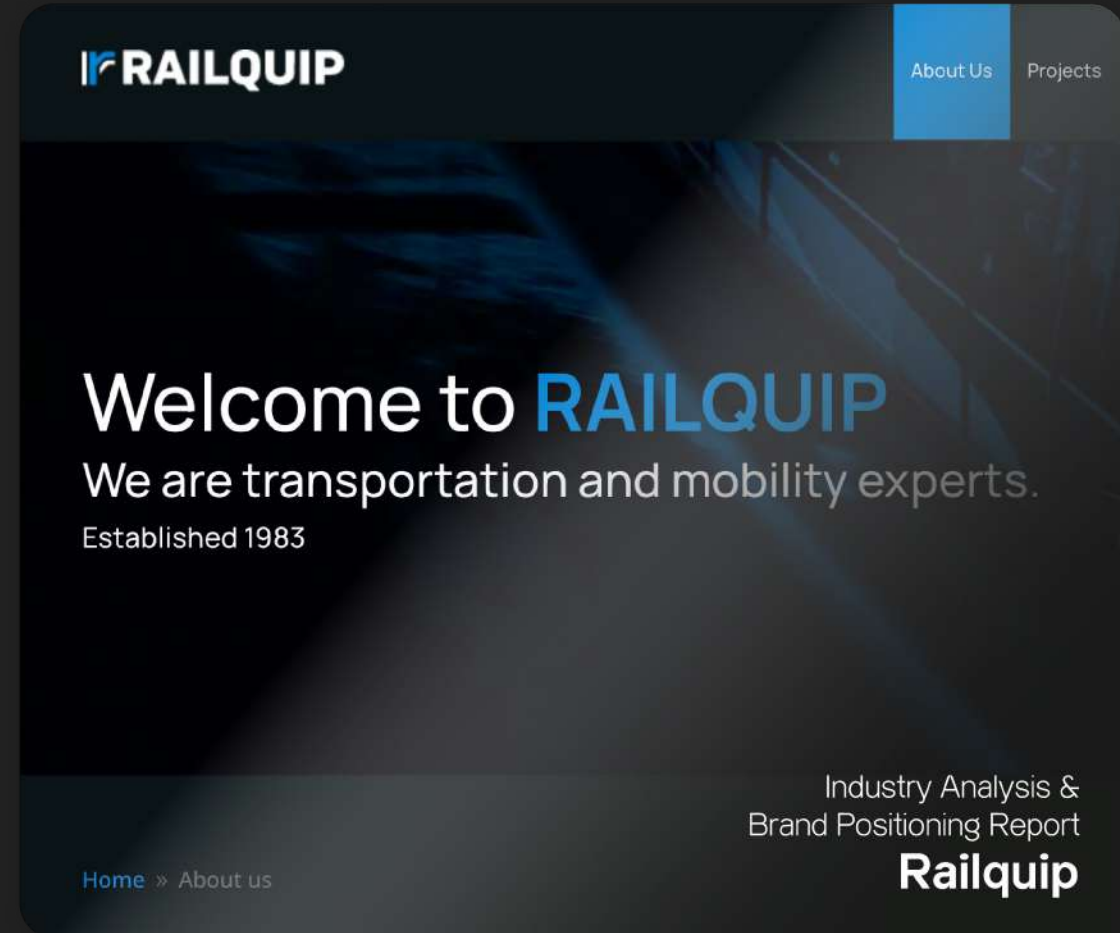
Blueprint Competitive Research TM

A unique 360 approach to market research that combines:

- Auditing your internal forces and capabilities
- An overview of the industry & competitive landscape analysis
- In-depth audience and consumer insights

The result is a comprehensive report of the possible areas to gain back competitiveness and relevance.

Case Studies



Case Studies



Our Work & Testimonials



Ben Chapman
CEO

The Ideas Factory has been the ideal ally to support us in the goals we have set. The development and expansion of our brand have been an example of the great things we can achieve together.



Louie Schroeder
President

Having The Ideas Factory (TIF) as our marketing partner has been a pivotal part of the strategic development of the new Railquip branding and digital transformation.

Working with TIF we feel like that they really understand and believe in our business. We love the way the company is growing and how they help us maintain our family business values while we continue to help America move.



Jenna Stanfield
Director of Business Strategy

Working with TIF as our marketing partner this year has helped us streamline our marketing efforts across the business. We love that the TIF team feels like an extension of our team and that they provide the marketing and strategic expertise to help us to build our brand and showcase the solutions we have to offer our clients. They've been an excellent partner.



Our Clients

Spanning across

20 countries

Delivered more than

500 projects

Launched more than

100 brands



A world map composed of a grid of small white dots is centered in the background. The countries of Colombia and Australia are highlighted with a yellow dot pattern. Three white four-pointed starburst icons are placed on the map: one in North America, one in the South Pacific, and one in the bottom right corner of the slide.

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