

Research:

Turning Instinct into Insights

What is it?

Our research offering is designed to create insights that matter. Through our strategic partnership with Context Africa, we deliver customised research solutions that combine both **quantitative** and **qualitative** methodologies. Whether you're trying to understand market sentiment, test messaging, or gather on-the-ground insights from communities, our research is built around your specific context, challenges and objectives.

Our offering includes:

- Market perception and reputation analysis
- Stakeholder mapping and sentiment tracking
- On-the-ground community research
- Message testing and audience segmentation
- Quantitative surveys and qualitative interviews/ focus groups

Importantly, we don't just deliver data. We help translate it into insight that matters in the boardroom. Our process frames the research in a way that informs decision-making and directly shapes a communications strategy that is focused, aligned and actionable.



Why it matters?

In a noisy, complex environment, assumptions are expensive. That's why insight is everything.

Strong communication strategies begin with understanding: What do stakeholders believe? What do they value? What do they want to hear—and from whom? Our research equips you with the answers, helping you speak with relevance, authority and precision.

Whether you're preparing for a major campaign, navigating sensitive issues, or building credibility with investors or communities, bespoke research ensures your decisions are insight-driven and your messaging hits the mark.

For us, research is not a box-ticking exercise – it's the foundation for communication that works, because it's rooted in reality.

Get In Touch



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