



Solid insights give your brand the strategic edge.

While the bulk of our work is still in the traditional sphere, we try to incorporate innovative ways of listening to consumers wherever they are. We ideally like to conduct our research away from contrived settings. From past experience, we have found that respondents are more receptive and willing to share when they are comfortable and relaxed. We also use film and photography to add richness and texture to our findings.


Distilling and clearly articulating findings is as important to us as uncovering fresh insight. Our reports are designed to present the insight in a compelling and powerful manner, and our recommendations are strategic and based on a solid understanding of how to grow strong brands.


- Desk research
- Competitor analysis and mapping
- Focus groups
- Face-to-face depth interviews
- Telephonic interviews
- Intercepts
- Shadow-shoppers (customer journey accompanied by video footage)
- Immersions
- Quantitative field work (in conjunction with alliance partners)


- Online surveys
- Forum discussions
- Social media agents
- Live Facebook research
- Online focus groups
- Web-based and mobile surveys (www.ovatoyou.co.za)

Click to download
all PDF's.

 16 Benjamin Road, Wynberg

 @imaginationSA

 imaginationalliance.co.za

 info@imaginationalliance.co.za

 021 762 8518

