

Research for innovation | Up-close and worldwide

into

Research Operations
& Innovation Research

Credentials | 2023



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hello | ਸਤ ਸ੍ਰੀ ਅਕਾਲ | jambo | cześć | こんにちは |

intO is an award-winning* research agency with unmatched global reach.

We help innovation and insight teams succeed beyond the limits of their own contexts, finding the answers to questions about the now and the next, no matter where in the world they might be.

Human attitudes and behaviours can only be understood within the context of cultural influences, regional trends and wider worldwide patterns. Our life-led approach enables businesses and organisations to understand how real people the world over really think, plan, act, react and spend.

As a team of diverse, multi-lingual researchers, living in over 50 established and emerging markets around the world, we work in-detail and in-context.

*Innovative Agency of the Year, 2021





On the ground in over 50 countries

In an era of fast-paced technology advancements and global innovation, ambitious businesses and organisations need reliable access to cultural expertise from markets around the world.

our people |

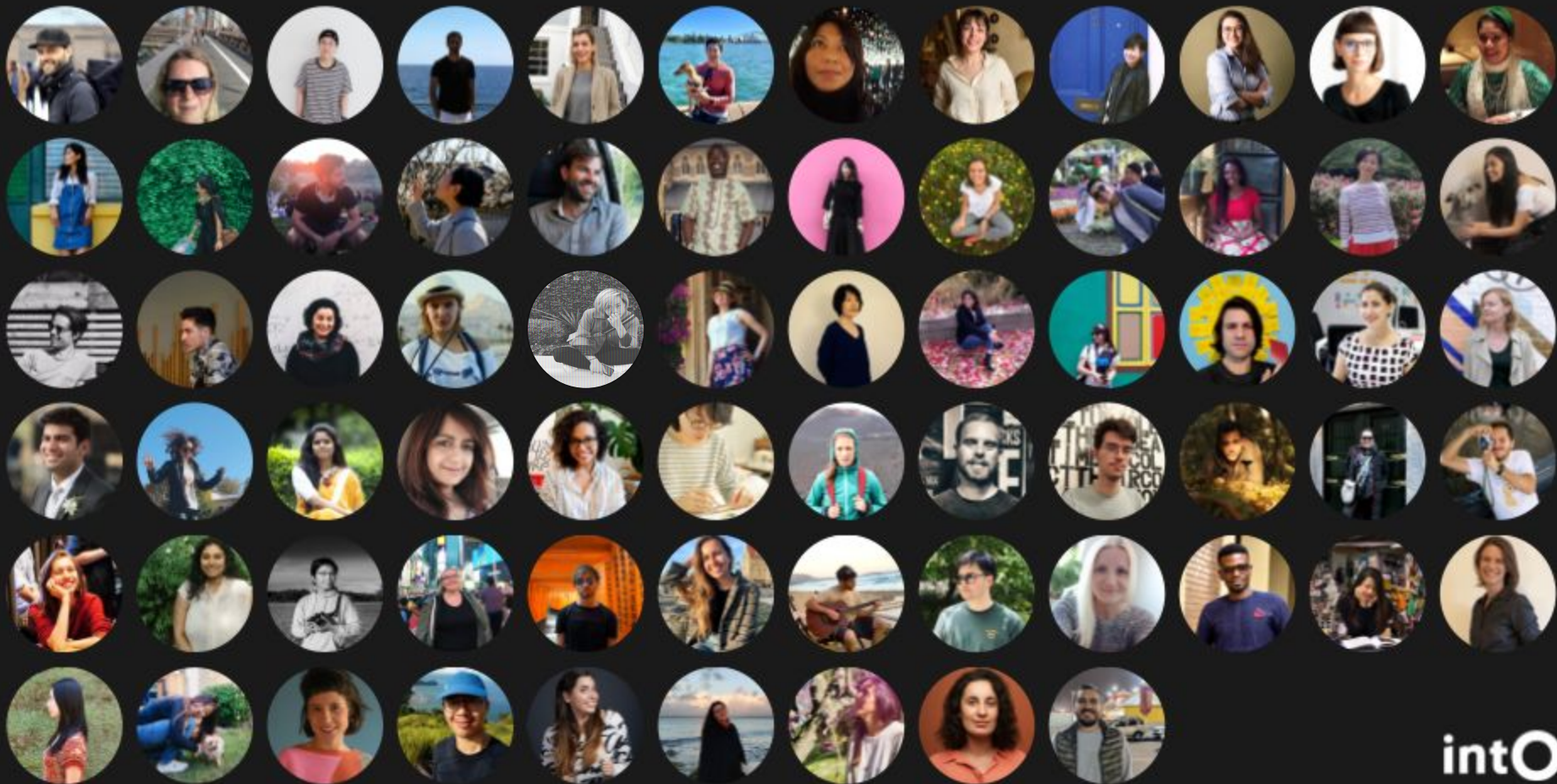
up-close and worldwide



intO

intO is a team of diverse, multi-lingual specialists who fulfil qualitative research roles on international projects, all managed by our central strategic team.

into's local researchers |



Our Local Researchers and projects are coordinated by our **Central Team**, enabling us to:

- Manage multiple region projects concurrently
- Maintain high quality and consistency of results
- Ensure delivery of project objectives

intO's central team |



Joanna Brassett
MD & Founder [learn more +](#)



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Research Director [learn more +](#)



Xenia Adjoubel
Associate Director [learn more +](#)



Laetitia Sfez
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Head of People [learn more +](#)



Anteja Kilmek
Project Lead [learn more +](#)



Julla Jover
Researcher [learn more +](#)

our approach |

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intO



in-detail & in-context

Our research reveals insights from two perspectives. We engage with people in-detail to understand their behaviour and attitudes. Then, we interpret what informs their motivations in-context, by analysing wider influences and patterns. This process reveals emerging behaviour trends to help our clients create extraordinary future-facing development opportunities.



remote & on-the-ground

Our detailed, intelligent insights are gathered using combined remote and on-the-ground methods. Effective remote research is made possible by our team of local researchers, who have eyes and ears on the ground in every region of the world.



operations & innovation



We offer both research operations and innovation research.

Our outstanding research operations & project management service offers peace of mind for any research study. Our innovation research service is the best solution to yield actionable and strategic insights to inform future development roadmaps.

research operations, tailored to your needs |

Specialist recruitment

- General & niche recruitment
- BtoB participants
- BtoC participants
- Anywhere in the world

Fieldwork set up for any research study

- Participants recruitment & scheduling
- On-the-ground logistics & pre-fieldwork planning
- On-the-ground facility set up
- Stakeholders experience

Project Management

- Orchestration of fieldwork
- A single owner of project timeline and objectives
- Stakeholders engagement

Talent Placement

- Short-term placement for researchers & UXR
- For urgent, time-sensitive projects
- Closing experience gaps in teams

research for innovation, at any stage of the journey |

Full spectrum qual & quant services

- Ethnography e.g. in-depth interviews, in-situ interviews
- Expert interviews
- Focus groups
- Online surveys
- Mixed methods e.g. qual & quant

Remote & agile research

- UX/UI research
- Prototyping/ concept testing
- Audits / benchmarking
- Digital diaries
- Digital ethnography
- Moderated surveys
- Talent placement

Experimental methods

- Auto-ethnography
- Cultural immersions
- Participatory research

Insight to power future growth

- Market research
- Trend scanning
- Foresight e.g. signals, scenarios
- Current/future state journey mapping

Research to support transformation

- Employee interviews
- Employee focus groups
- Stakeholder engagement e.g. microsites, bulletins

our work |

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intO clients |

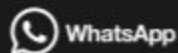


miro

amazon



Google



Kingfisher

Quinny

Globant



Uber



CANVAS8

SEA-LIFE



DK&A



AIR CHINA



TIN HORSE



RBS

MADE BY MANY

BrandMe

intO's approach has been applied across a wide-range of markets and industries. We have worked with brands, social innovators, universities, agencies and more.

intO

why into? |

up-close and worldwide



into

why should you work with intO? |

- Worldwide reach** | We're on the ground in every continent
- Acceleration** | We deliver global scope with an efficient & effective local response
- Flexibility** | Our processes are super agile
- Connected teams** | Our team is distributed, but we are completely connected
- Design relevance** | Our researchers have dual training & experience: design + research
- Cultural relevance** | Our researchers are multi-cultural & multi-lingual
- Full-spectrum** | We work from inception to implementation, reducing stakeholder layers

miro



'The Miro user personas developed from this project's insights are allowing us to plan features and communications with real clarity. It has given us a shared language across our different departments, allowing us to better serve our customers and achieve our business goals. Working with the team at intO has been a truly energising and collaborative experience.'

Iris Latour, Customer Insights Lead - Miro

intO



Pernod Ricard



'The experience of working with the team at Studio intO was really notable. Not only due to the clarity delivered by the insight and strategic recommendations, but also because of how they engaged, aligned and empowered stakeholders from a very broad set of regional teams.'

**Antonio de la Rocha, Global Innovation Director & Consumer Insights
(Mexican Spirits) at Pernod Ricard**



'intO were super-friendly and great to work with. Their help with organising a fast-turnaround research project across multiple markets and time zones was invaluable. We got the quotes, images and videos that we needed to provide rich insight into the everyday working lives of our client's staff around the world.'

Mel Taylor, Director of Research & Marketing - DK&A & Design Thinkers Academy, London



'**intO** did a great job - from scoping the project, to building a very strong methodology, and managing our internal stakeholders throughout. The final roadmap deliverables were of excellent quality and, thanks to this project, we are now in a strong position to move forward with our strategy.'

Aurelie Pfister, Consumer & Markets Insights Manager (Europe) - Dorel Juvenile

Thank you

studio-into.com

[@we_are_into_](https://www.instagram.com/we_are_into_)

Joanna Brassett

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