



A L.I.V.E. intelligence™ agency fueled by applied anthropology and the right data.

We strive to gather and analyze data that indicates how the modern world is changing – and deliver raw material and thinking to fuel better decision-making and innovation in real-time.

THE METHOD IS L.I.V.E.

GREAT ACCOMPLISHMENTS REQUIRE DISRUPTION.



SET THE PACE

Every company needs process to run their business. But, process can hinder agility, fight change and slow the pace of innovation. Great accomplishments require disruption. Driven by a catalyst to challenge convention. We want to be your organizational catalyst. To help you run faster. Identify opportunities quicker. And move ahead of your competitors. Before they see it coming.



FIND & GATHER

In today's ever-changing market, you need someone who is always-on. Always seeking, always learning, always thinking, always searching for opportunities – and a better way. Our LIVE approach to research, strategy and design gets you closer. Faster. Closer to your customers. Closer to solutions. Closer to innovation. Faster than your competitors.



PROLIFERATE

Successful business is all about scale. Our findings become fuel to turn interesting ideas into broader initiatives. We'll apply the insights, prototype potential solutions, test them quickly and help you make them big. It's starts by knowing the people, then creating a more relevant experience and ultimately growing the tribe.



Contact

info@rabbitlive.com
612-554-5844

123 N. 3rd Street #400,
Minneapolis, MN 55401

MEET THE RABBITS



L.I.V.E.™ Intelligence is a mixed-method approach to research, strategy, and design. It involves four non-linear phases (Learn, Invent, Vet, Engage) and can be applied to innovation and problem solving for all kinds of organizations – from non-profit institutions to corporations and anything in-between.

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LEARN the context by exploring the friction between anthropological truths and the aspects of culture that are ever-changing. Know which data is the right data.

INVENT opportunities and solutions in-the-field with an adaptive method in which ideas emerge and shape the project itself in real time, continually-as we dig in.

VET ideas and insights, shift rapidly, prototype and iterate, and involve the customer and the client throughout.

ENGAGE with real people in their worlds. Work rapidly and apply deeper analysis to fuel the work itself.

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THE TEAM

OUR DNA

THOUGHT LEADER
RIGOROUS SCIENCE
CREDIBLE PIONEER
RELENTLESS
SMART
SOPHISTICATED
CONCISE
OPPORTUNISTIC
ORGANIC
CULTURE-DRIVEN
AND DATA-FUELED
CHANGE-IN-MOTION
LIVE

EMILIE HITCH

Emilie is a classically trained anthropologist with 10+ years experience in applied anthropology. She understands research, human behavior and motivators, and is a “congenial disruptor” to any project she’s part of, striving for deeper knowledge of audiences and markets to challenge strategy.

TROY SCHROEDER

Troy brings nearly 20 years of experience in marketing and a diverse background in strategic plan development and execution. His work on both the agency and client side allows him to quickly understand organizations and build consensus across functions to determine what really matters for success. Troy’s ability to combine sound strategy with innovative technology has consistently driven growth for leading brands.