

ABOUT US

WE ARE A HOUSE OF RESEARCH, STRATEGY & ANALYTICS ALONGSIDE CREATIVE, DIGITAL & EXPERIENTIAL TALENT.

ABOUT US
SOBRE NOSOTROS

We bring consultancy experience and our creative chops to provide you the best of both worlds. We take no assumptions by leveraging our research capabilities to uncover.

A divided house of research, strategy & analytics alongside creative, digital & experiential talent. The perfect blend of Left and Right Hemispheres of the brain... coming together as Micstura is the perfect blend of analytical and creative talent. We are extremely data-driven but translate those insights into big picture creative concepts. Most of our partners come to us for the insights... and those are who are open to more, leverage our creative and digital capabilities for execution and beyond.

4 THINGS ABOUT US

Insights driven

We depend on research... and we ask lots of questions.

Digitally native & wired

We build stories and connections from consumer perceptions and data

Creatively inspired

We are obsessed with good design -- that that is clean, simple and powerful

Culturally obsessed

We believe in the power of cultural connections

OUR PROCESS
NUESTRO PROCESO

01 UNCOVER

Forget the discovery phase, it's more like an uncover phase. All projects start with a mission - to find that insight, that trigger, that lever that is the thread of the fabric that connects people. Each client, each product, each service is totally unique and requires a unique approach to uncover this insight. Existing data and research are our starting point -- and from here, we build. We go incognito, make friends out of strangers, we ask lots of questions and collectively challenge conventions. After all, this business requires a certain tenacity to make sure we truly uncover...

OUR TEAM
NUESTRO EQUIPO



ALI HENRIQUES

FOUNDER // HEAD OF RESEARCH

"Perception is reality"

LEARN MORE



EDUARDO HENRIQUES

FOUNDER // CREATIVE & NEW BUSINESS

"not sure what to put here"

LEARN MORE



FABIAN SOCARRAS

FOUNDER // CREATIVE & NEW BUSINESS

"Take it easy, and if she's easy... well you know."

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CLIENTS



We partnered with the Aruba Tourism Authority to bring the one happy island to South Florida Hispanics.

CASE STUDY



We partnered with 1-800-Flowers.com to help them learn their customer purchasing path to purchase.



Azamara Cruises and Micstura work together to monitor the customer experience pre, during and post cruising.



Tea Forté chose Micstura to help in the brand growth across all marketing channels.

CASE STUDY



The most luxurious cruise line partnered with Micstura to evaluate, strategize and improve the cruise shopping experience.

CASE STUDY

Supporting the most sexy and modern cruise ships in the world, Micstura provides research and strategy for numerous departments

CASE STUDY


The most innovative and family friendly cruise line on earth celebrates 10 years of strategic and digital support with Micstura

CASE STUDY

Surinam Airways chose Micstura to help provide a go to market strategy rooted in research for USA, Europe and the Caribbean.

CASE STUDY

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OUR BLOG

UNCORTADITO.COM

INSIGHTS

Caribbean Inter-regional Travel Research Findings

One of the most unknown (or under-utilized) aspects of Caribbean travel is inter-regional air travel or Island hopping. Although it is not as easy as grabbing your smartphone...

12 FEBRUARY

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Where to go for a holiday in the mountains?

Despite the difficulties, rebranding inductively changes the exhibition stand

12 JAN 2018

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All the products that we do are really cool! We invest the whole soul developing

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every detail in the projects

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