**Thinks** 

A company's ability to drive

hinges on the depth of its

action. Our area of work is

made up of more than 130

professionals—with more

than 900 years of collective

experience in 12 countries

world—focused on helping

our clients do exactly that.

and 25 cities across the

dedicated insights and

analytics experts and

consumer insights and howe your paragraph...

above-market growth

well it translates those

insights into effective

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Insights into consumers can help companies

spark innovation, uncover the most promising

(though not always most intuitive) sources of

growth, and develop or maintain successful

products and brands. McKinsey's qualitative

approaches, tools, and techniques help our

clients discover why their customers behave

as they do at every phase of their purchase

experiences, and dig deeply into their best

insights, our clients can develop innovative

and differentiated marketing strategies that

segmentation, branding, product design,

include effective value propositions,

pricing, and customer experiences.

decision journey, understand their customers'

drivers of customer loyalty. By applying these

and quantitative marketing research

Say/se your paragraph... What have we heard them say? What can we imagine them saying?



SATHIYAMOORTHY AND VENGATACHALAPATHY TEAM

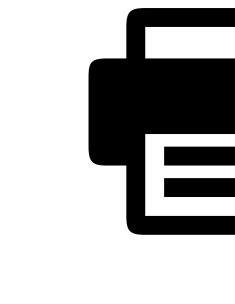
unveiling market insights analyzing spending behaviour and identifying opportunities for growth

See an example



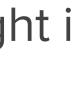


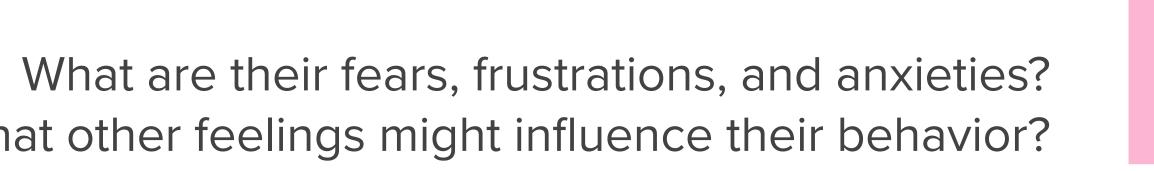


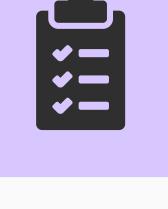


**Feels** 

What other feelings might influence their behavior?







Does

What behavior have we observed? What can we imagine them doing?

