

Panoramix Global:

The Future Of

Consumer Research

**Panoramix Global** is a revolutionary research consultancy designed to help companies understand an increasingly **COMPLEX CONSUMER** living in an increasingly **DYNAMIC GLOBAL MARKETPLACE.**

The brainchild of industry pioneer and Iconoculture co-founder Mary Meehan, Panoramix brings together a custom team of experts to attack each unique project, delivering the **ACCURATE INSIGHTS** and **ACTIONABLE FORESIGHTS** required to achieve meaningful growth and innovation. While traditional methods of consumer research fail to account for systemic complexity, global ascendancy and consumer agency, our groundbreaking methodology contextualizes diverse, multidimensional data to create a clear picture of **WHAT'S HAPPENING NEXT... AND WHAT IT MEANS FOR BUSINESS.**

From strategic counsel to custom reports, trend projection to product ideation, Panoramix Global tells untold stories, unearths overlooked connections and illuminates untapped opportunities. **DYNAMIC. HOLISTIC. PREDICTIVE. PRAGMATIC** It's the future of consumer research. See it today.



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## THE PANORAMIX VIEW : THE NEW RULES OF CONSUMER RESEARCH

We're all global businesses now. *The future of consumer research is global.* As a result of the confluence of technology and globalization, every business, from massive multinational corporations to the smallest boutique agencies, operates in a global marketplace and targets a globally influenced consumer. The successful businesses of today and tomorrow must develop a native awareness of our all-encompassing global culture, and strategize and execute accordingly.

Consumers live in systems. *The future of consumer research is dynamic.* It is no longer possible to translate trends without accounting for push and pull of socio-cultural systems. The ecology of consumer culture is a continual adaptive cycle of growth, restructuring and renewal. In order to engage consumers and anticipate the future, it is critical to understand how consumers respond to cultural forces and self-organize around disruptive elements to fuel gradual – yet meaningful – change.

Context is king. *The future of consumer research is holistic.* Consumers don't exist in a silo. Isolated stats and one-dimensional insights lead to an incomplete, inaccurate research portfolio and fail to yield the foresights that inform meaningful strategic decisions and truly innovative ideas. Effective, accurate consumer research must synthesize diverse data with histories, adjacencies and perspectives to create a clear picture of reality and unearth the opportunities of tomorrow.

One size fits nobody. *The future of consumer research is customized.* General market knowledge and repurposed reports do not address the unique challenges of any business. Tomorrow's approach is flexible, focused and reactive, bringing together experts from different disciplines to provide the dimension and context needed to make research both meaningful and applicable.

Insights + Foresights = True Innovation. *The future of consumer research is transformative.* Insights are no longer enough. In order to translate connections into true innovation, businesses must reflect and embody the systemic trends and patterns that reveal where consumers are going next, and why.

## WHY WE'RE DIFFERENT:

**ABOUT THE METHOD.** Current modes of consumer research and fad-fueled trendspotting are unfit for today's complex global reality. They're too narrow. Too simple. They are often blind to interconnected context, and miss crucial details and dynamics that inform effective business strategies and spark true innovation.

Panoramix Global is an evolutionary incarnation of Iconoculture's values-based observational methodology, and the only outfit in the industry that recognizes the contextual intricacies of global consumer culture. We apply the science of complexity and systems theory to today's most pressing business issues, mining and synthesizing diverse data sets to deliver clear consumer insights, action-ready foresights and future-looking implications. It's the full view. The complete story. And you'll only get it here.

**ABOUT THE BUSINESS MODEL.** Panoramix knows that every client is different. That's why we tap into our world-class power network to assemble a custom team of experts, specialists, scientists and cultural intelligence analysts to attack the specific research needs of each project, pursuit, challenge or objective.

From focus group facilitators to field researchers, quant masters to data miners, social media analysts to social anthropologists, our elite knowledge pool features unprecedented depth and breadth of capability, skill and expertise. Think Ocean's Eleven. And they're all working for you.

## WHAT WE OFFER:

Panoramix Global is a full spectrum consultancy equipped to tackle a diverse range of custom research and strategic advisory projects, including:

- Integrated research projects
- Trend identification and analysis
- Foundational consumer research for new product development, brand positioning and brand marketing campaigns
- Insights and foresights for strategic planning
- Implementation and integration workshops
- Risk evaluation
- Strategic counsel
- Global trend presentations

## WHO WE ARE:

Mary Meehan is the co-founder and CEO of Panoramix Global. A successful serial entrepreneur with a twenty-year track record of transformational thinking and uncanny future foresight, Meehan revolutionized the consumer insights space by co-founding consumer trend agency Iconoculture based on the industry's first theoretical framework for translating trends into opportunities for growth and innovation.

As Panoramix Global's lead Cultural Intelligence Analyst, Meehan combines a next-gen business model and an evolved incarnation of Iconoculture's values-based methodology to give tomorrow's most successful companies a clear picture of the future ... and the power to do something about it.

To learn more about Panoramix Global, email us at [VISION@panoramixglobal.com](mailto:VISION@panoramixglobal.com)