



DIRECTIONAL INSIGHTS

Innovative Research Specialists

» WHO WE ARE

Directional Insights is Australia's leading consumer research consultancy with a reputation for innovation, knowledge and excellence. We specialise in the design and delivery of cutting-edge research for shopping centres, retailers and other property facilities, including residential, leisure and recreational complexes across Australia and New Zealand.

With over 15 years experience in the consumer research and property industries, we are in the enviable position of having worked on some highly significant projects. Our client base is both varied and impressive.

By exploring and analysing the latest shifts in consumer behaviours, attitudes and values *Directional Insights* is relentlessly inventive in identifying emerging market opportunities and tailoring solutions to optimise clients' competitive advantage.

» WHAT WE DO

By keeping our thinking at the forefront, *Directional Insights* brings new perspectives to client's issues. Our strength lies in the ability to analyse our clients' operating environments and develop strategic market led solutions to improve business performance.

We specialise in the analysis, interpretation and application of consumer research. Our clients are provided with an in-depth understanding of relevant consumer behaviour and aspirations through a variety of quantitative and qualitative studies.

Directional Insights focuses on knowledge not raw data. We present our findings in an actionable framework remaining strategy oriented at all times.

» HOW WE CAN HELP YOU

Our research uncovers fresh insights and delivers a powerful tool empowering you to:

- Understand your competitive position
- Communicate more effectively with your current and potential customers
- Identify opportunities in the marketplace
- Minimise risks and make more robust business decisions
- Expand market share
- Develop the right products, services and experiences
- Uncover and identify potential problems and barriers
- Create benchmarks and help track your progress
- Evaluate your success
- Gain a competitive advantage

We believe that whilst good research will give you direction, great research will keep you ahead of the game.



CONTACT US *Let us assist you in unlocking the potential of your business.*

For a discussion about your research needs or more information about our services, please contact: Helen Bakewell, Managing Director

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