

INSIGHTS THAT GET TO THE POINT



Jake has a business problem he can't solve himself. He knows he needs some research, but he's cautious because it's not always easy to get a clear answer. He gets lots of great data but it doesn't always get to the point. Jake's left feeling indecisive and uninspired.

Working with his team, Jake sees a proposal that addresses his concerns and presents a plan that is unusually focused, innovative, and based on an often forgotten fact: consumers behave emotionally. Inspired, Jake gives it the green light.

The results come back quickly - not just data but insights that dig deep below the surface. Uncovering the emotional relationship between consumers and his brand inspires Jake's entire team, because he can now make the decision that will elevate his business.

3 Steps to **Get to the Point**

Listen

We begin by listening to understand your problem, find out what you already know and setting the objectives that will elevate your business.

Design

Every day offers new methodologies and inventive ways to get beneath the surface. We introduce you to the perfect ones to meet your objectives. And we always explore the emotions that bond your brand with your audience - because *emotions drive decisions*.

IGNITE

We get to the point with a highly visual presentation that goes beyond facts, telling the stories of your consumers and giving you a deeper understanding than you ever had before.

Elevate your business by getting to the point.

Send us your RFP to see how.

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**TELL
IGNITE**