

provoke
insights

Leaders in Research
Building Breakthrough Brands

About Provoke Insights

Founded on the premise that research should better align with marketers' needs, Provoke Insights' innovative approach empowers brands to navigate today's cluttered marketing space. As a builder of brands, the firm solely focuses on research for branding, advertising, media, and content marketing initiatives.

Provoke Insights conducts not only traditional market research projects but also develops agile, innovative initiatives to meet the quick and varied needs of today's ever-changing market.

The Provoke Insights team includes research experts who are also seasoned brand strategists. This ensures that the in-depth exploration of questions and insights is cultivated and capitalized. We garner insights from the data to help guide your company's vision.





Our Focuses

Quantitative

Empower brands by gathering tangible data for a plethora of branding and marketing initiatives, including brand equity, brand tracking, segmentation, concept testing, and thought leadership research.

Qualitative

Capture colorful insights straight from the source by hearing what audiences have to say.

Secondary Research

Dig deep to understand any market and provide a comprehensive analysis of existing research.

Brand Strategy

Curate brand identity that is differentiating, effective, and compelling.



Quantitative

From launching a new brand, enhancing a current one, or testing advertising concepts, provide actionable data to confidently solve all your business needs. With access to samples in 80+ countries and niche targets in the B2B/B2C spaces, brands can receive customized, hyper-targeted quantifiable research. Provoke Insights also conducts advanced analytics techniques all in-house. Examples of research topics include:

Advertising & Copy Testing

Advertising and Media Effectiveness

Advertising Tracking

Brand/image Tracking

Channel Optimization

Consumer Behavior

Consumer Journey

Creative Testing

Market Segmentation

Message Testing

Naming

NPS / Loyalty

Research for Content Marketing



Qualitative

All Provoke Insights' moderators are in-house and are experienced brand strategists. We use a diverse set of qualitative methodologies to empower brands to discover their audiences' habits, attitudes, and behaviors. Provoke Insights uses our signature strategic branding process to develop actionable brand strategies, the Insights Framework. The framework provides answers to brands' burning questions, illuminating where the opportunities and barriers lie and how to break through them.

AI Qual

Co-Creative Branding Workshops

Creative Testing

Focus Groups

In-Depth Interviews

Selfie Interviews



Secondary Research

With access to 50+ databases, Provoke Insights goes above and beyond to find pre-existing information to help clients stay abreast of the latest trends. When it comes to content marketing and thought leadership research, we vet the potential topics and headlines before primary research is conducted to ensure our client studies are not echoing existing research. Our process sparks unique ideas and new perspectives on a subject, making it more engaging to your customers and prospects.

Trends & Opportunity Analysis

Industry Intelligence

Competitive Landscape



Brand Strategy

Provoke Insights develops comprehensive and fully customized brand and advertising strategies to pinpoint ideal messaging, target audiences, and go-to-market strategies. Market research is our tool to develop a concise plan encompassing all methodologies – quantitative, qualitative, and beyond. Provoke Insights curates the research to develop a plan to increase return on investment.

- Audience Reach
- Brand Architecture
- Channel Recommendations
- Competitive Advantages
- Growth Opportunities
- Industry Influencers
- Key Messaging
- Target Audiences & Sub-segment

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Get In Touch

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