



# *Focusing on customer needs to drive revenue*

When you work at the intersection of consumer insight, design, technology and strategy, you create product, service and brand experiences that people want and need.

## *Here's how we get there*

Using deep target customer understanding generates innovative product, service and experience concepts that address unmet needs and drive marketplace growth for you.



### RESEARCH DISCOVERY

Conducting immersive field research can identify needs the brand can address. We frequently use behavioral-based ethnographic research to observe how products and services are used in context throughout the cadence of daily life.



### CONCEPTUAL OUTPUT

We work with brand stakeholders to stage concepts across short-, mid- and long-term product development horizons. We also consult with R&D stakeholders to forecast timing and with Marketing to help determine the optimal channel strategy.



### INNOVATION WORKSHOP

EMA's strategic moderators facilitate a workshop with cross-functional client and agency thinkers to develop and refine concepts that fuel a brand's product pipeline. Workshop participants can include Strategy, Marketing, R&D, Operations, Account Management, PR, Content, Digital and Design. Subject-Matter Experts with tangential expertise are also frequently integrated into the innovation process.





## EXPERIENCE

EMA has deep experience in shaping product and service experiences with established and emerging brands in B2B and B2C categories, including Healthcare, Financial Management, Food and Beverage, Travel and Tourism, and Buildings and Construction.

Our researchers and strategists frequently conduct in-context primary research with targets where they work, live and shop, including Grocery, Optical, Automotive, Big Box and Retail Apparel.

## WHAT YOU CAN EXPECT

### *2D renderings,*

including detailed visual depictions with accompanying copy that expresses the unique product and/or service attributes.

### *Conceptual testing*

with consumer and retail stakeholders for optimization prior to prototyping and commercialization.

### *Messaging that activates*

affection, relevance and trust and that drives marketplace trial and adoption.



## FIND RELATED EMA SERVICES

- [Brand as Friend® Assessment](#)
- [New Brand Identity](#)
- [New Product Launch](#)
- [Strategic Messaging Workshop](#)

## TURNING BRANDS INTO FRIENDS

Building a brand in this dynamic digital age requires an entirely new approach. A philosophy that positions your brand not merely as a product or service, but as a friend. We call it **Brand as Friend®**. This unique approach not only gives you more ways to connect than ever before, it builds your brands, engages customers and generates sales.



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