

## Know your customers. Accelerate your growth.

Put customer knowledge at the heart of your business. Make your data smarter. Create customer-centric strategies to transform your business faster.

### Data is common, knowledge is rare.

In a connected world, consumers produce vast amounts of data. But most businesses struggle to combine, enrich and interpret that data in ways that help them create real customer engagement and meaningful growth.

STRAT7 turns market and customer data into real world knowledge and knowledge into competitive advantage. Build new revenue streams, attract profitable customers and increase customer value to accelerate growth.

ASDA

Coca-Cola

COSTA  
COFFEE

DISNEY

dmg::media



### Specialisms

Revitalise your marketing, customer, brand and product strategies through four inter-connected areas of expertise.

[Find out more](#)


#### Engage

Connect with millions of existing and future customers in real time to build new and relevant market knowledge.



#### Discover

Discover new and disruptive growth opportunities hidden in market and customer knowledge, insight and actions.



#### Enrich

Combine, enrich and connect data for an ever richer and continuous picture of customer behaviour.



#### Accelerate

Accelerate growth by activating and integrating customer-centric strategies into every part of your business.

### Specialist teams

When you work with us, we'll put the best team in place, leveraging our technology, data solutions and people from across the STRAT7 group to deliver customer-centric growth.

#### STRAT7 researchbods

##### Get the Insight Edge and Stay Ahead of the Competition

Researchbods brand technology and sharp thinking to bring customers and brands closer - making fast, smart and informed decisions. Our market-leading insight community platform delivers real-time insights with speed and agility. And our experts ensure those insights land with impact.

[Find out more](#)

#### STRAT7 LIFE

##### Unlock The Customer Knowledge Inside Your Data

STRAT7 LIFE are the data enrichment specialists. We take your raw customer data and use advanced machine and human analysis to uncover the strategic and meaningful knowledge it contains.

[Find out more](#)

#### STRAT7 CROWD.DNA

##### Shape Culturally Charged Commercial Advantage

STRAT7 Crowd DNA is a cultural insights and strategy consultancy. We bring together brands, specialists, researchers, strategists, designers, writers and film-makers to advance and innovate across audience, brand, product and experience for the world's most exciting brands.

[Find out more](#)

#### STRAT7 BonamyFinch

##### Uncover New, Compelling Growth Opportunities

STRAT7 BonamyFinch are experienced and trusted specialists who provide the springboard for growth. Discover new and disruptive opportunities through analytically-driven strategic insights.

[Find out more](#)

#### STRAT7 incite

##### Inspire Commercially-Focused Research, Planning and Strategy

STRAT7 incite are a strategic consultancy who adds commercial acumen to their People First approach to unlock opportunities, drive business strategy and improve decision making for insight buyers, marketing professionals and business leaders.

[Find out more](#)

#### STRAT7+

##### Define Your Future Through Customer-Centric Transformation

STRAT7+ are the strategic core of the STRAT7 group, a team of senior business advisors with long experience in integrating meaningful consumer understanding in every business decision across all business functions. Customer-centricity ensures the commitment to delivering impactful consumer value.

[Find out more](#)

### Our work



TUI



ITV



Global Home &amp; Furnishing

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Let's kickstart your next project.

Get in touch today

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# STRAT7

STRAT7 is a group of market research companies. Their identity was quickly cobbled together after a couple of the companies first decided to join. Other than a few common colours and flat design, their messaging and visual identity hadn't really been considered.

We worked with an outside consultancy to nail the messaging which now needed to incorporate 6 different brands all with different services under them.

We needed a visual identity which was broad enough so that it could incorporate the different companies and a website structure that could allow us to adapt this branding in the longer run, so that STRAT7 could be become a brand in its own right.

# STRAT7

Working with the branding agency we create da website using wordpress and elementor and I gave training to the marketing team on how to adapt the different elements and create pages.

This gave us the flexibility in order to create a website and chop and change as needed. While the resulting brand was not quite what we wanted, the messaging was and so less than a year after I left STRAT7 rebranded once again and hopefully this time it sticks, but this project did achieve its goals in acting as a stepping stone from group identity to own brand.

