

Unlocking The Consumer Code

DISCOVER INSIGHT

Do you need deep, actionable insights from your target audiences but don't know where to begin?

INFO DECODING

Planning qualitative testing through focus groups but unsure how to secure the right data to fuel your brand strategy and communications?

YOU'RE NOT ALONE.

What if you could decipher **The Consumer Code: the raw, unfiltered emotions and unconscious motivations of your audience?**

PlayGround™ | BY ANTONIO & PARIS

WE DON'T JUST HELP YOU "ASK THE RIGHT QUESTIONS."

We help you dive deep into the **true desires, fears, and motivations** that drive your target audience's decisions.

▶ **Uncover the hidden forces driving consumer behavior.**

▶ **Turn insights into action.**

▶ **Create impact that lasts.**

We are able to understand The Consumer Code through a process initially developed by neuroscientist *Dr. Paul D. MacLean*.

His evolutionary triune brain theory proposed that the human brain was in reality three brains in one: the reptilian complex, the limbic system, and the neocortex.

We've used his theory and modified it, dividing the PlayGround into three hour-long phases, moving deeper and deeper into the participants' minds.



YOU'LL GAIN CLARITY ON:

What's keeping your audience up at night.

The problems they desperately need solved.
(and how your product can be their hero)

Emotional triggers that shape their decisions and behaviors.

Customer Journey

From research to intrigue to purchase to post-purchase enjoyment, allowing you to refine and improve your customer experience at every touchpoint.

Phase 1

Practical Validation

This phase allows the consumer to articulate the practical needs they have, the delivery mechanisms they expect and their overall feeling about your brand and the broader category.

Phase 2

Emotional Validation

In this phase, consumers identify their needs related to their emotional state at every stage of their customer journey. They are prompted to focus on and provide written and visual stimuli to describe what their needs are and how it might be satisfied emotionally.

Phase 3

Delivery Validation

Lastly, consumers are asked to creatively deliver ideas and concepts that would fulfill their practical and emotional needs. This can range from advertising and messaging to how the messaging intersects with the actual sales and operational process. In other words, they will help us to discover how to close the deal.

ANTONIO & PARIS

With Antonio & Paris, you get more than just data. You get a roadmap for your brand strategy—one that helps you engage with your audience on a deeper, more meaningful level.

It's time to stop guessing and start knowing.

Let us help you gain the insights you need to build brand connections that resonate, grow, and last.