

Project: Follow Me

Step Inside Your Customer's
World—In Real Time

At **Antonio & Paris**, we don't just study consumers—we **walk beside them**. **Project: Follow Me (PFM)** is our proprietary digital diary platform, designed to give your brand an **unfiltered, real-time view of the consumer journey** as it unfolds. Forget assumptions. Forget outdated data. **Project: Follow Me** puts you right in the moment, showing how your customers shop, think, and make decisions.

When Was The Last Time You Walked In Your Customer's Shoes?

Over **3–4 weeks**, we track real consumers as they navigate your industry—whether they're **switching phone providers, buying a car, or planning their next vacation**—capturing their raw emotions, frustrations, and "aha" moments as they happen. We capture the **emotional and instinctual triggers** behind their decisions—insights that drive **smarter messaging, stronger connections,**

HOW IT WORKS

We Find the Right People — We recruit participants who match your target audience and are actively in-market.

They Take You Along for the Ride — Consumers record their thoughts, frustrations, and joys as they experience the buying journey.

You Get to Interact in Real Time — Ask follow-up questions, dive deeper, and get instant clarity.

People Open Up — PFM taps into the innate human desire to share— People are surprisingly candid, tapping into real emotions that traditional research misses.

CONTACT US TO GET STARTED.

 hello@antonioandparis.com



ANTONIO
& PARIS

WHY IT MATTERS

At A&P, we don't just create brands—we ignite love affairs between brands and consumers. PFM is your backstage pass to your audience's real thoughts, real struggles, and real motivations—so you can stop guessing and start truly connecting. All this to develop smarter messaging, stronger connections, and increased sales.

Live the customer journey. Decode their decisions. Drive unstoppable growth.

The Deliverables: Actionable Insights, Not Just Data

Deep-Dive Video Interviews — Personal, one-on-one sessions unpacking their journey.

Highlight Reel — A compelling, narrative-driven video that distills key themes and insights into a cohesive brand positioning story. This isn't just raw footage—it's a strategic tool that helps socialize findings internally, ensuring your entire team understands the customer journey and what it means for your brand.

Readout Report & Playbook — A full narrative outlining key insights and actionable next steps for positioning, messaging, sales tactics, and conversion optimization.