



HUMAN STRATEGIES FOR CHANGING CULTURES

WHO WE ARE

We explore emergent human behaviour and longings, cultural narratives and category trends to position brands more successfully and innovate with more future literacy!

PORTFOLIO | SERVICES

BEHAVIORAL RESEARCH – *What drives people?*

Understand new beliefs, changing context, hidden motives & longings

We explore consumer behaviour and lead user lifestyles in real life contexts across touchpoints. Uncovering current and emergent beliefs, goals and longings help us understand the current and future jobs to be done, improve brand experiences and leverage innovation opportunities.

APPLIED SEMIOTICS & CULTURAL CODES – *What creates resonance?*

Marketing Semiotics and Cultural Analysis, Brand Narratives

We apply Marketing Semiotics and Cultural Analysis to identify and decode the relevant narratives and codes for a brand in context of the competition. We focus either a specific category or theme to explore narratives and codes in storytelling, design and services that increase brand resonance at touchpoints on- and offline.

FORESIGHTS & FUTURE VISIONS – *What comes next?*

Trend Studies & Innovation Scans, Future Perspectives, Prototypes & Scenarios

We scan cultural change and market developments and explore upcoming topics, emerging longings as well as behaviour and mindsets. We identify future opportunity areas and create inspirational springboards to innovate future offers.

FACTS | COMPANY

2006 Boutique Consultancy founded in 2006, headquartered in Germany.

1600+ sharp minds from our community of experts and lead users ready to collaborate with

Globally connected

We are an international and interdisciplinary team with various academic backgrounds specialized in applied cultural science. Our backbone is our global ecosystem of collaborators of foresight experts, human scientists and lead consumers.

30+ Long-term relationships with multinational clients such as Sanofi, P&G, Coty, KAO, Colgate, Allianz, Bosch Siemens Hausgeräte, BMW, Lego, Google, Netflix, Sky, Estée Lauder,...

EUROPA BENDIG

ebendig@sturmunddrang.de
STURMundDRANG GmbH
sturmunddrang.de

STURMundDRANG