

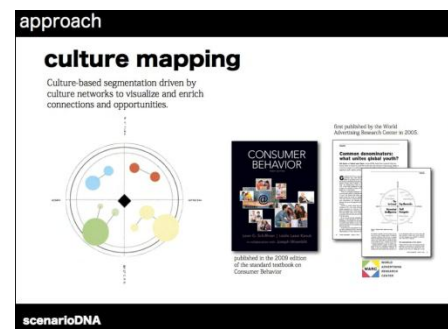
## Cultural Mapping and Ethnographic Research

Qualitative Consumer Deep Dives from Brand Amplitude, LLC

The most powerful brands show a deep understanding of their customer's cultural context and passion points; they reflect the intersection of culture and marketing. There is no such thing as a generalized culture – there are different culture networks and individuals each participate in more than one based on their interests, generational imprint and geography. What's more culture is constantly changing. Staying in touch requires research tools that go deep to understand cultural context and the trendsetters within subcultures. Our approach to ethnographic research is to partner with firms that specialize in understanding Gen Y trendsetters and culture networks.

### scenarioDNA: Mapping Culture Networks

Every generation has its own unique cultural language. Understanding the impact of culture on the decisions of teens and young adults makes it easier to know how to influence those decisions. scenarioDNA is recognized for innovative visual mapping techniques that segment consumers according to their culture networks, kinship, codes and lines of sight. Data for developing the segment archetypes, meta-types and brand personas is sourced from client databases, Acxiom and custom mobile surveys.



### Outlaw Consulting: Understanding Trendsetters



Outlaw Consulting is the leader in innovative research among cultural trendsetters. The firm specializes in identifying and recruiting panels of 'forward' Gen Y consumers on behalf of clients, and also maintains a non-proprietary panel of over 200 consumer influencers from SF, LA, and NY. Outlaw researchers have developed methodologies for generating photo collages, journals, and videos that can be mined for deep insights about Millennial culture and where it is going. Most important, they have learned how to distinguish which trends may cross over and be influential for a mainstream audience.

There is no such thing as a standard ethnographic study. Our approach is to design each project to the unique needs of each client. **To learn more contact:** Carol Phillips, 269-429-6526 or [carol@brandamplitude.com](mailto:carol@brandamplitude.com)