



Who Are We?

Founded in 2014, Brandnographer is an insight consultancy that specializes in consumer insight, user experience and innovation. We have proudly worked with visionary innovators like Google, Airbnb and IKEA.

We believe in the power of human-centric innovation and hope to create a world where all product and service can be driven by users.

We want your voice to be heard and strive to break the office hierarchy. Brandnographer strongly believes in the courage to take action and the pride in ownership. We are an international team and are looking for smart, passionate and enthusiastic people to join our growing team.

What We Do?

Founded in 2014, Brandnographer is an insight consultancy that specializes in consumer insight, user experience and innovation. We have proudly worked with visionary innovators like Google, Airbnb and IKEA.

Powered by design thinking, our Brandnographers keep digging in the field to nurture the most fruitful insight.

Currently, we are building a B2B mobile app solution that raises the skills of the workforce to help organizations meet their most difficult transformation challenges.

Why We Do?

We believe in the power of human-centric innovation and hope to create a world where all product and service can be driven by users. We believe in the power of ethnography. Our Brandnographers keep digging in the field to discover subtle behavior cue and eventually yield fruitful business opportunities.

How We Do?

1) Ethnography

Reveal targeted consumer life and behavior pattern and capture the moment of truth

2) In-depth Interviews

In-depth interviews allow researchers to dig deeper and yield richest data, follow promising leads to fruitful insights.

3) Cultural Trend

Cultural trend identifies and envisions key influencers that laid behavior changes and formulate patterns

4) Focus Groups

Focus groups uncover your customers' goals, attitudes, perceptions and motivations. Through our focus group research, we can help directing the strategic vision and creative expression of your brand.

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