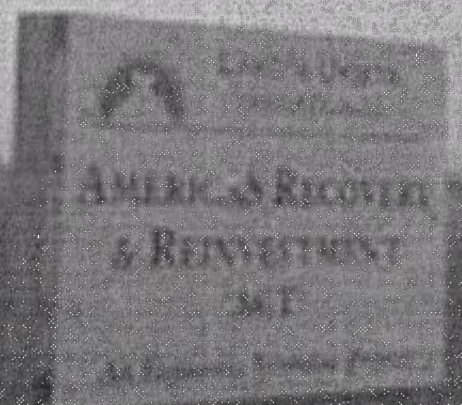


Further & Further

...a guide to

DAY FIVE BRANDS



Further&Further

We are a team of 13 SENIOR RESEARCHERS, PRODUCERS and FILM MAKERS.

Based in Montreal, NYC, Chicago and London
we conduct exploratory research in the most authentic and human way.

We have a unique immersive ethnographic approach to qualitative research, focusing on one project at a time, building trust with our subjects, spending real time in their world and following the story wherever it takes us.

Since COVID-19 we have moved our approach online.

Because the truth has never been harder to find.



*the research
industry*

is broken

When you think about it, being a researcher
should be the absolute best job in the world.

You get to travel the world.

Meet a host of interesting people.

Dig deep into the fringes of culture.

And get paid to think and read and write and
help really interesting brands solve really
interesting problems.

But almost every researcher we know is fucking
miserable.

And tired.

And not particularly proud of the work that
they're doing.

There are a host of things wrong with the
industry ... that both sides of the equation
(client & agency) seem to immediately recognize
when they're brought to light.

professional

RESPONDENTS

The truth of the matter is that most research is done with boring people from boring databases.

People who often show up to focus group facilities multiple times per week.

People who are quite willing to lie to fit into whatever specs the recruiters are looking to fulfill.

People who are mainly interested in a \$100 Visa gift card and a slightly dry sandwich.

In short: people who don't give a damn about your product or your brand.

And people who are thoroughly disinterested and disengaged.

It's a financial transaction.

And they have absolutely no incentive or impetus to share their real feelings – their deep truths – with you.

And why should they?

inauthentic

environments

Beyond professional respondents, most research is done in hot, dull, beige rooms.

You're lucky if you get a solitary plant and a decent binder of fast food options.

These environments feel colorless. Joyless. Sterile.

So why do we expect humans to truly open up in them?

Or to be creative?

Or to dream up the future of your brand?

Clients struggle to pay attention in the dark backrooms.

It's a battle between the moderator and the respondents who can go the longest without looking at their watches or phones.

So why do we keep doing it?

FINDING THE SIGNAL

IN

FAKE NOISE

The best researchers absolutely light up when they get the opportunity to talk to humans.

To dig into how people look at the world, what they dream of, and what their tender underbellies look like.

But when you're doing boring groups in beige office buildings with disengaged respondents – you feel more like a dancing monkey. (“Can we get more ENERGY! in the room, please??”)

It's disheartening and it's boring to try to find any signal in such inauthentic noise.

And frankly, most researchers are fucking exhausted.

They've been on airplanes for months in a row.

They're going to churn out your groups and go back to their hotel rooms to catch up on four other projects, and emails telling them that they need to bring in more new business.

They're not fully dialed into your project because they absolutely don't have the physical or emotional bandwidth to be.

**All of this leads to a lot
of banal “insights”.**

*And the culprit is a severe
shortage of authentic, deep
connections that build trust.*

*Further & Further is on
a quest for the truth.*

Introducing:

**DAY 5
BRANDS**

DAY 5 BRANDS BELIEVE IN

engaged

SUBJECTS

Day 5 brands realize that the most interesting insights come from interested, interesting people.

And Day 5 brands look at them as humans, not just "consumers".

To get to deeper truths, we spend an inordinate amount of time making sure that we find the exact right people for every single project.

We don't recruit from databases.

We use a network of culturally connected people to help us find those who actually want to participate in this research.

We look at them as subjects – and make sure they feel the same way.

They tend to genuinely WANT to talk to us.

To feel special that they've been cast in a documentary.

And to want to let us much deeper into their lives.

DAY 5 BRANDS BELIEVE IN

deep

TRUST

Day 5 brands realize that building authentic connections takes time.

And Day 5 brands give insights the space & time they need to mature.

We tend to spend a week with our subjects, at the very minimum.

We talk to them online, talk to them in a neutral environment ... and then hang out with them 2-3 more times in the places that matter the most to them.

We meet their family. We go out with them and their friends.

We genuinely forge relationships with them.

And in return, they start opening up. And telling us their actual truths.

DAY 5 BRANDS BELIEVE IN

space to

EXPLORE

Day 5 brands recognize that context is absolutely everything.

And Day 5 brands recognize that insights need some space to breathe, and evolve.

Our approach gives our team the freedom to follow the most interesting stories – to get to the heart of your brand's questions.

Sometimes a subject's friend might prove the most interesting source of knowledge.

Sometimes we might spend a day or two talking to local experts.

Sometimes we might hire someone to take us on a tour of a city, to truly understand what's happening there.

Day 5 brands recognize that it takes a variety of inputs to get truly interesting answers.

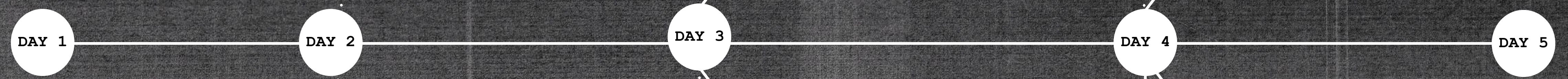
DAY FIVE BRANDS

For every ONE recruit, we often meet up to TEN additional people along the way. These are far from 'recruits', they're real people and an integral part of our journey in search of the truth...

James takes us out with his college friends, also studying post graduate degrees.

We interview James, a native American, studying for his masters degree and working part time

We meet James to explore what we've seen and understand his perspective on our experience



He introduces us to his room mates who he met when staying at a homeless shelter

We visit the shelter where we speak to other people struggling with addiction, homelessness and getting work

James introduces us to Grace who lives on a nearby reservation - we meet her friends who have been affected by opioid addiction

*Day 5 brands recognize that
it takes a bit of time to get to
the really good stuff*

the origins

of behavior

Without fail, we tend to get into people's childhoods once they start to open up.

Childhood is the foundation on which the rest of people's lives are built.

The years that literally built their brains & ways of looking at the world.

The place that long-lasting trauma tended to have occurred.

The era that truly made people who they are today.

Talking about childhood tends to get to the root of WHY people actually are the way that they are.

But it takes a lot of trust for them to tell you about it.

DAY 5 BRANDS GET TO

FUCK UPS

& FAILURES

When you spend real time with people, you start to uncover the things that people aren't as proud of.

In a focus group, everyone wants to present themselves in the rosiest lens possible – bragging, or even lying, to come across as successful and competent to their peers.

But when it's just you guys. On day 5 of building a relationship.

They start to talk about their warts.

The things they've done that they're not quite as proud of.

The things that add really, really important context to their lives.

But the things they don't want to tell to just anyone.

DAY 5 BRANDS GET TO

tensions

& contradictions

Humans don't always make sense.

What they tell you on Day One vs. what they're waxing poetic about on Day Four might be at complete odds to each other.

On a recent project, a young woman told us that she defers to her parents' values & wishes, no matter what.

On day five, she told us about a secret boyfriend of four years, who she didn't think her family would accept.

People are complicated.

It takes some time to unravel how they actually feel – and to sort through their tensions and seeming contradictions.

DAY 5 BRANDS GET TO

secrets

& desires

And finally, Day 5 brands get to the heart of human desire.

Those secret corners of people's hearts and souls, where their real wishes live.

Wherein exists the person they want to be - who might be entirely different than the one they actually are.

These secrets and deep-rooted desires are essential to brands.

And you're only going to get to them if you take the proper time.

And if you build authentic trust.

Further & Further

