

TL:DR: WE'RE PETERMAYER

A creative-led, integrated
marketing agency.

WE UNLEASH BRAND JOY.

We're on a mission to make the world a more joyful place, one brand moment at a time.

How? By finding the joy inherent in every brand we serve, and setting it loose to win hearts, lift spirits and drive real business results.

We tested the business impact of **Brand Joy** through a rigorous series of qualitative and quantitative consumer surveys.

WE'VE FOUND...

Purchase intent is tightly connected to the joy delivered by marketing.

80%
CORRELATION

More joyful marketing leads to greater purchase intent.

63%
OF PURCHASE INTENT
is related to Brand Joy.

Read the latest research [↗](#)

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