

cerebro



CONSUMER CONSULTING

BUILT FOR IMPACT

WHAT WE HELP BRAND WITH



01

CONSUMER & CULTURAL SYSTEMS

Understanding the world's people live in and the choices that follow.



02

DECISION SYSTEMS & BEHAVIORAL MAPPING

Deconstructing how decisions are formed in real world contexts.



03

PRODUCT, EXPERIENCE & VALUE DIAGNOSTICS

Revealing how products, services and value are seen, felt and interpreted.



04

COMMUNICATION, PROPOSITION & INNOVATION

Turning good ideas into persuasive offerings.



05

CATEGORY, BRAND & GROWTH STRATEGY

Defining brand position and opportunities to evolve.

WHAT WE OFFER (1/2)



1. EXPLORATORY & GENERATIVE RESEARCH

(Early-stage, hypothesis, discovery)

APPROACHES:

- In-Depth Interviews/Consumer Immersions
- Ethnography
- Digital diaries / Mobile ethnography
- Shop-along / Shadow Immersions
- Peer Sessions

USE CASES:

- Category understanding
- Innovation
- Behavioural & Cultural discovery
- White Space / Need Gap identification



2. EVALUATIVE & DIAGNOSTIC RESEARCH

(Testing, refining, validating)

APPROACHES:

- Structured IDIs / FGDs
- Central Location Tests (CLTs)
- Stimulus-led discussions
- Laddering techniques

USE CASES:

- Product tasting/testing (organoleptic)
- Communication testing
- Concept / Idea Testing
- Menu / Visuals / Mood-board evaluation



3. COGNITIVE & PERCEPTUAL BRAND MAPPING

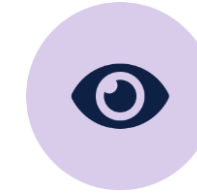
(How consumers think, categorize, and assign meaning to brands/experiences)

APPROACHES:

- Projective and Elicitation Techniques (personification, collage, metaphor, similes etc.)
- Attribute sorting / card sorting
- Brand Archetype Analysis
- Co-Creation & Ideation Workshops
- Brand Tension Mapping

USE CASES:

- Brand positioning / re-positioning
- Preference / Choice Driver Identification
- Brand Health and SWOT Analysis
- Semiotic, Imagery & Identity Deconstruction



4. BEHAVIOURAL & CONTEXTUAL ANALYSIS

(Consumer narratives and realities)

APPROACHES:

- Observational studies/Ethnography
- Task-based Immersions/Product Placement
- Path-to-purchase mapping
- Actual usage capturing vs reconstruction

USE CASES:

- Product experience gaps
- Journey friction
- Habit formation / disruption
- Retail & channel behaviour

WHAT WE OFFER (2/2)



5. UI/UX & DIGITAL EXPERIENCE RESEARCH

(What makes users engage or disengage in their digital experiences)

APPROACHES:

- Usability testing (aided/un-aided)
- Task walkthroughs & think-aloud protocols
- Card sorting / tree testing

USE CASES:

- Website / app usability diagnostics
- Booking flow optimization
- Information architecture
- Conversion & drop-off analysis



6. SENSORIAL & ORGANOLEPTIC RESEARCH

(Decode sensory experience and preference formation.)

APPROACHES:

- Blind vs. branded testing
- Sequential monadic tasting
- Attribute intensity mapping (taste, texture, aroma, aftertaste)
- Sensory deconstruction frameworks
- Emotional + sensory linkage probing

USE CASES:

- F&B product optimization
- Menu engineering
- Recipe refinement
- Competitive benchmarking



7. CULTURAL & SEMIOTIC ANALYSIS

(Meaning systems, symbols, and cultural codes)

APPROACHES:

- Semiotic decoding (visuals, language, symbols)
- Cultural code mapping
- Trend & narrative analysis
- Media / content deconstruction

USE CASES:

- Communication development
- Brand imagery
- Category evolution
- Cultural relevance

ANATOMY OF OUR WORK



7,50,000+

**MINUTES SPENT
IN FIELD**

Across homes, stores, streets, workplaces and in-transit moments.



10,000+

**CONVERSATIONS
DECODED**

Real time, in-person, unfiltered interactions.



500+

**PRODUCTS EVALUATED/
EXPERIENCED**

From early-stage ideas to market-ready offerings.



65+

**MARKETS
COVERED**

Across metros, emerging cities and evolving consumption clusters.



50+

**CATEGORIES
MAPPED**

Across industries, price segments and consumer cohorts.



25+

**DIGITAL ECOSYSTEMS
ANALYSED**

Across apps, websites, operating system, platforms and device environments



AND A LOT OF OTHER THINGS

- Usage Diaries
- Ad and Concept Reactions
- Service and Experience Audits
- Decision Journey Maps
- Price and Value Perceptions
- Ethnographic Immersions
- Brand Assets Feedback

TRUSTED BY TOP BRANDS ACROSS INDUSTRIES

THE CEREBRO EDGE



- **Years of Accumulated Insights**

Cerebro brings seasoned research intelligence to every brief, discussion and insight. Every engagement is shaped by years of hands-on experience in decoding consumers and brands

- **Custom-Built Research Solutions**

We do not force-fit problems into templates. Each design is shaped around the business question, category context and decision need.

- **Method-Agnostic, Problem-First Approach**

We believe methodology should serve the problem, not become the product. We use the right mix of approaches to reach the most useful answer.

- **Strong Intellectual Capital**

Cerebro brings together consumer psychology, category understanding, cultural interpretation and brand strategy to move beyond surface-level insights.

- **Responsive, Hands-On Partnership**

We stay close to the work, move quickly and when needed and operate like thinking partners, not distant research vendors.

THE TEAM



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Thank You

From culture to everyday choices

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