

Unlocking the
WHOLE MIND™ for
deeper insights.



mdrginc.com



**"THE MIND IS A POWERFUL TOOL."
- CHARLES TILLMAN**

The mind moves us to action, to laughter, to tears and to a deeper understanding of each other and the world around us.

WHOLE MIND™

The **Whole Mind™** approach to market research marries the conscious and nonconscious mind for truer understanding. Delivering data-based insights with emotional context that gets results.

95% of decisions are made from a nonconscious, emotional state of being.

**SYSTEM 1:
NONCONSCIOUS**

Feeling
Automatic Response
Visceral

**SYSTEM 2:
CONSCIOUS**






Logic
Filtered Response
Rational

THE WHOLE MIND™ APPROACH TO RESEARCH









At MDRG, we view the mind as our greatest asset, a tool we tap into on a conscious and nonconscious level.

On the **conscious** level, we look at language-based ideas, how they move people and affect them. On the **nonconscious** level, we look at System 1 research methods to tap into the thoughts so ingrained your audience can't even articulate them. The ones they can't control and didn't even know existed. Then, we combine those learnings to lead us toward a comprehensive solution that will steer you in the right direction.

SYSTEM 1: NONCONSCIOUS

-  Eye Tracking
-  Metaphor Elicitation
-  Facial Coding
-  Prediction Markets
-  Ethnography
-  Implicit Association

SYSTEM 2: CONSCIOUS

-  Survey
-  Focus Groups
-  In-Depth Interviews
-  Insight Communities
-  Ad Tracking
-  Prove It™ Copy Test
-  UX Testing
-  Video Research

POWERFUL BENEFITS OF QUALITATIVE RESEARCH

MDRG's qualitative research practice is critical for brands that burn with the question "**why?**". Whether a stand-alone qualitative study or mixed-methods approach, the depth of information gathered and provided in a great qualitative report is irreplaceable.

We find that qualitative research is warranted in the following situations:

Understanding the "why's" and "how's" of consumer behavior

Exploring an industry or category landscape

Getting deeper into your quantitative findings

Developing hypotheses for quantitative testing

WHAT WE DO

Focus Groups

IDIs

Insight Communities

Ethnography

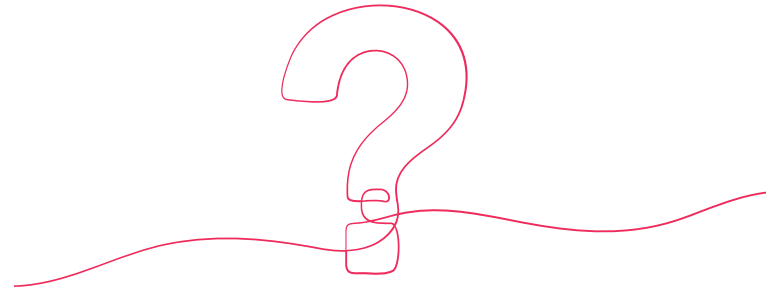
User Experience

Sensory and Taste Testing

Customer Journey Mapping

Competitive Analysis

Culture and Trends



POWERFUL BENEFITS OF QUANTITATIVE RESEARCH

MDRG's quantitative research practice is critical for our brand partners that need precise data to inform organization-wide decisions.

Our clients use quantitative data in all areas of their business including:

Brand measurement and performance

Product pricing and feature development

Brand positioning and message testing

Prioritizing customer experience initiatives



WHAT WE DO

Advanced Analytics

MaxDiff

Conjoint Analysis

Segmentation

Ad Testing

Brand Tracking

Pricing Studies



REVEALING INSIGHTS. EMPOWERING BRANDS.



We help teams create powerful brands by actioning consumer insights.

MDRG delivers brand strategy to marketing teams and agencies to strengthen creativity with insights.

The strategies we create are backed by data that delves into the consumer's **WHOLE MIND™** - uncovering their rational and unconscious needs.

Our work empowers teams to rely on data - not just hunches - to make strategic decisions.

Whether you are building a brand from scratch or evolving an existing brand, tackling brand strategy can be daunting.

MDRG's brand strategy process is designed to gain alignment on where your brand is now and where it needs to go next. Rooted in insights, we bring your data to life and help you create a brand that will drive your organization forward.



BRAND BUILDING

Brand Discovery & Planning

Rigorous research & exploration of the internal & external forces influencing your brand.

Brand Strategy

The driving vision of how your brand will move the world.

Brand Stewardship

Continuous brand alignment across internal & external channels.

Brand Deliverables

Tools that empower teams to execute from an aligned brand vision.

WHAT WE DO

Brand Stewardship & Consulting

Brand Development

Future Forecasting

Brand Experience Strategy

Stakeholder Workshops

LET'S TALK.

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