

# Anthropology in Use: Practical Application



## MARKET RESEARCH

**Benefit:** Better Research

**Why It Matters:**

- Identify behavioral patterns
- Reframe from Etic to Emic POV
- Ascribe meaning to data

**Titles/Roles:** Insights, Consumer/Shopper Insights, Consumer Behavior, Consumer Research, Market Knowledge, Human Insights, Analytics & Insights, Moderator, Analyst



## PRODUCT INNOVATION

**Benefit:** Meaningful Innovation

**Why It Matters:**

- Create consumer-led products
- Solve unanswered problems
- Unearth "universal" truth

**Titles/Roles:** Products Research, Research & Development, Front End Innovation, Disruptive Innovation, Upstream, UX Design



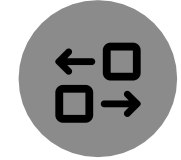
## STORYTELLING

**Benefit:** Culturally-relative Stories

**Why It Matters:**

- Include historical context
  - Build empathy
- Frame the cultural perspective

**Titles/Roles:** Archives, Design Thinking, Brand Building Creative, Marketing, Corporate Storyteller, Strategy Consultant, Communications



## ORGANIZATIONAL CHANGE

**Benefit:** Substantive Change

**Why It Matters:**

- Identify cultural characteristics
  - Present holistic viewpoint
  - Examine "unspoken" rules

**Titles/Roles:** Organizational Design, Human Resources, Behavior Change, Diversity & Inclusion



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