

MARKET MY ANTHROPOLOGY BACHELOR'S IN MY FIELD OF MARKET RESEARCH

We are uniquely trained to examine all information available. Seeing things from a wider view opens the research to broader application.

HOLISTIC



We are trained to be adept problem solvers, helping businesses navigate around key issues.

APPLIED



We are uniquely capable of putting ourselves into the shoes of the person before us, seeing things from their perspective, which allows us to draw sharper insights.

RELATIVIST



We have constant awareness of our own bias. This allows us to monitor for it, to make sure that we stay impartial, which helps us deliver reliable information.

BIAS CHECKING



DAVID WARNER

VALUE ADD

My Anthropology degree has instilled a set of skills and values in me which have given me an advantage in the market research world. Because of my training, I am...

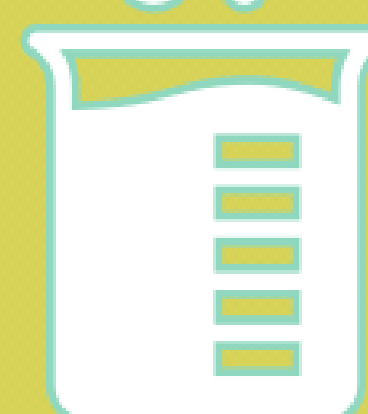
**FOUNDER,
LEAD
RESEARCHER
WARNER
INSIGHTS**

CULTURALLY AWARE



We have unique awareness of differences in culture and upbringing, and the way that this can mean products and services need to be approached differently.

SCIENTIFIC



We approach research scientifically, testing theories thoroughly, and then recommending follow-up quantitative testing.

ETHICAL



We are trained to always be aware of people's experiences, and how any topic can evoke distress. We are careful to be respectful toward their emotional state.

CURIOUS



We are rooted in an unquenchable thirst for knowledge. Answers provide a foundation for a new set of questions, helping clients always look ahead.