



# Consultancy Series

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## Part One

# Do you really need market research?

As a market research consultancy, we believe that building strong and relevant brands starts with a deep understanding of customers' worlds, challenges and needs. But perhaps you already have a large volume of data sources enhancing your commercial decision-making? Or possibly budget limitations preclude commissioning work that would generate fresh insights?

**In cases such as these, new value can be gained from synthesising existing data sources and applying an analytic lens to leverage this information.**

## Uniting a range of perspectives

Incorporating a range of viewpoints and data sources provides a more holistic and nuanced view of your business challenge. It reduces blind spots, and also identifies any areas of disconnect that need to be resolved.

## Bringing structure to disparate data

Synthesis is a great opportunity to apply consultancy frameworks to effectively organise and interpret information. For example:


- **Journey mapping:** visualising customer touchpoints and experiences into a coherent narrative
- **Porter's five forces:** provides a clear view of market dynamics by analysing the threat of new entrants, bargaining power of suppliers, bargaining power of customers, threat of substitute products, and industry rivalry
- **Behavioural systems and models:** to truly understand human behaviour and provide evidence-based guidance on linked behaviour change strategies. We work with [Chris Harvey](#) (with MScs in both management science and behavioural decisions science) to revisit and reframe behavioural challenges using the latest approaches

## Gaining time efficiencies

Much quicker than initiating a fresh market research project, enabling you to make decisions more quickly. AI can also bring additional efficiencies by automating, accelerating, and enriching data, augmented by human expertise to interpret and contextualise. Time efficiencies also bring cost efficiencies.







When sitting in an industry insights role it can be difficult to add synthesis into our existing schedules. However, whilst new research may not be needed, utilising your insights-skilled partner agencies can bring additional benefits.

## The value of research partners

**A fresh pair of eyes:** An external perspective can better help those closest to the data to identify patterns, relationships or opportunities. Research professionals can utilise their analytical skills on existing data and information held within the organisation.

**Identification of true knowledge gaps:** At the back end of the initial review, market research may still be needed, but you can be sure it will be truly additive through filling gaps and answering hypotheses, to generate truly novel insights.



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So, if you think you don't need market research, contact us to discuss how synthesis could address your business challenges, and to hear more about Adelphi Research's other consultancy services.

Thanks for reading the first article in Adelphi Research's new series on consultancy services. Check back in for further articles over the coming weeks.

**Get the next release in the series straight to your inbox – before it goes live on our website.**

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