



nunwood

Insight · Analytics · Activation

**Agency of
the Year**

Mi Awards
2010

**Agency of
the Year**

Drum Awards
2009 & 2008

**Technology
Innovation**

EXPLOR Awards
2009

**Agency of
the Year**

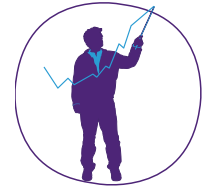
Marketing
2007, 2005 & 2004

**Best
Agency**




Research / MRS
2008 & 2004

www.nunwood.com

Brand Strategy



Consumers' relationships with brands have changed: we unlock the essence of this new customer / brand dialogue.

-  Multichannel brand insights, both digital and offline, are fused with customer experience measures – representing your brand the way consumers see it.
-  We enrich this through web analytics, drawing on social media and natural language analysis.
-  Forecasting analysis places financial values on brand equity and, crucially, supports grounded business cases.
-  Inclusive activation techniques link projects to outcomes, using a tapestry of simulation, multimedia and workshop tools to reach diverse stakeholders.

“Nunwood are an agency that we can count on to an extent I have never experienced with any research agency before. I was confident the project was always moving forward without me having to get involved at every point. We are building on the insights and have recently showcased these findings to our company president along with his team.”

Judith Franciotti,
Insight Director, Wyeth Nutrition

Wyeth®

Brand Strategy
Marketing
Society Awards

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