



# enFuture Insights (Pvt.) Ltd.

Business Intelligence For A Better Tomorrow

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# ABOUT US

# ABOUT US



## Our Mission

To become the first choice for clients for marketing research & creative services



## Craft Strategy

We create powerful, result-oriented business strategies and plans so you take the right steps



## Our Values

Competence, Honesty and Integrity – our special ingredients to give you top-notch services



## We Value You

Our clients are our biggest asset and we ensure to build a loyal relationship with you.

# FIRST AGENCY IN PAKISTAN OFFERING ONE WINDOW SOLUTION



RESEARCH



DIGITAL



CREATIVE



TRAININGS

**enFuture Insights** going steps beyond with creatives and partnering through the entire journey from  
**Research → Insights → Creative Expression**

# OUR ACHIEVEMENTS SINCE JULY 2019



22

Clients

Experience with 22 clients in local market



48

Categories

Experience with 48 categories in local as well as in international market



90

Projects

Diverse experience ranging from U&A, Shopper, Segmentation to **theme based report writing**



# WE COVER ALL BUSINESS SECTORS

FMCG



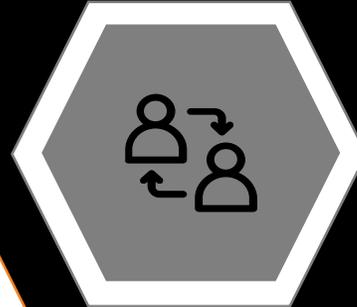
Automobile



Banking



Retail



Education



Telecommunication



Pharma

**Other Sectors Include:** Beauty, Hospitality, Government, Ride Hailing, Petroleum and Gas etc.



# WE HAVE EXPERIENCE IN 48 CATEGORIES WITH LOCAL AND INTERNATIONAL CLIENTS



## FMCG

Milk  
Frozen Food  
Tea  
Snacks  
Ice cream  
OOH Food Habits  
Coffee  
Coffee creamer  
RTD Coconut water  
Juices  
Biscuits  
Confectionery



## Beauty

Textile  
Shoes  
Apparel  
Body care  
Hair Color  
Face Care  
Make up



## Home Care

Surface Cleaners  
Toilet Cleaner  
Glass Cleaner  
Antiseptic Liquid  
Dish Wash  
Hand Wash  
Kitchen Cleaner  
Detergents



## Others

Fast Food  
Entertainment  
Telecoms  
E-Wallet  
Insurance  
Luxury labels/Art Index  
Malls  
Glass container  
Construction

# OUR CLIENTS

# INTERNATIONAL VERTICAL



COVERING 5 INTERNATIONAL MARKETS



Philippines



Thailand



Hong Kong



Vietnam



Malaysia



Our Affiliate for Social Sector Researches in Pakistan

# PORTFOLIO IN PAKISTAN



telenor



PEPSICO



Nestlé



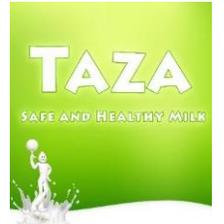
The little joys of life



A FAMILY COMPANY



PACKAGES Limited



THE ART OF HAIR DESIGN



Leaders in Glass



Unilever



MPOC



MARKET LINKERS

Streamline Brand awareness to Consumers

impetus  
advisory group

# APPRECIATION FOR OUR WORK

“Yes, report is very good.”

Head of Insights Nestle

Good project quality, management and client servicing overall. Report and presentation delivery was Impressive

Head of Insights Taza Farm

“.. very satisfied with the project....done a good job.....coming up with actionable insights”.

Head of Insights Packages

“Report well received...really appreciate going above and beyond as usual...will certainly be back in touch with more work”

“It was nicely done.. Interesting insights... Got clarity on our direction”

Brand Manager Servis Shoes

Thailand

.....appreciate and acknowledge the hard work and dedication put in by team Enfuture....Right from the start the quality has been maintained in all aspects. Keep up the good work.

Group Brand Manager NDURE

“Thank you for quick turn around. Indeed you delivered your best. Report is exhaustive and informative.”

Vietnam

“As we already know you are a Super Star ! Well done”

CEO Mayfair

“I liked the report. My global MD Consumer Research reviewed....your report is very good.”

“It has some good insights for us to work upon. Thank you so much”.

CMO Mayfair

Hong Kong

# OUR SERVICES

# What We Offer

Research Portfolio



**Qualitative /  
Quantitative Research**



**Online Communities**



**Right Space (Brand  
Management Tool)**



**E-Scan**



**Survey Intel – Online  
Surveys**

# 1 – QUALITATIVE PALETTE

*These methodologies help us getting up close with consumers and understanding the influencing factors of their decision making process*



**Focus Groups**



**Ethnography**



**Online Groups**



**Observation Studies**



**Telephonic Interviews**



**Diary Method**



**In Depth Interviews**



**Dyads & Triads**

## Co-Creation Workshops

- Idea Generation
- Ideal store/product
- New campaign creation
- Ideas for Names

*Soliciting the help of consumers to assess and develop new product, brand and communication ideas*

## 2 – QUANTITATIVE PALETTE



**Consumer Attitudes  
And Behaviour**



**Mystery Shopping**



**Volume Forecasting**



**Concept Testing**



**Shopper Behaviour**



**Idea Generation**



**Advertising Testing**



**Consumer  
Promotions**



**Pricing Decisions**



**Brand Health  
Tracking**



**Customer  
Satisfaction**



**Pack Tests**

# 3 – ONLINE COMMUNITIES



01

Members talk to each other

02

Pass information about the topic/brand back and forth

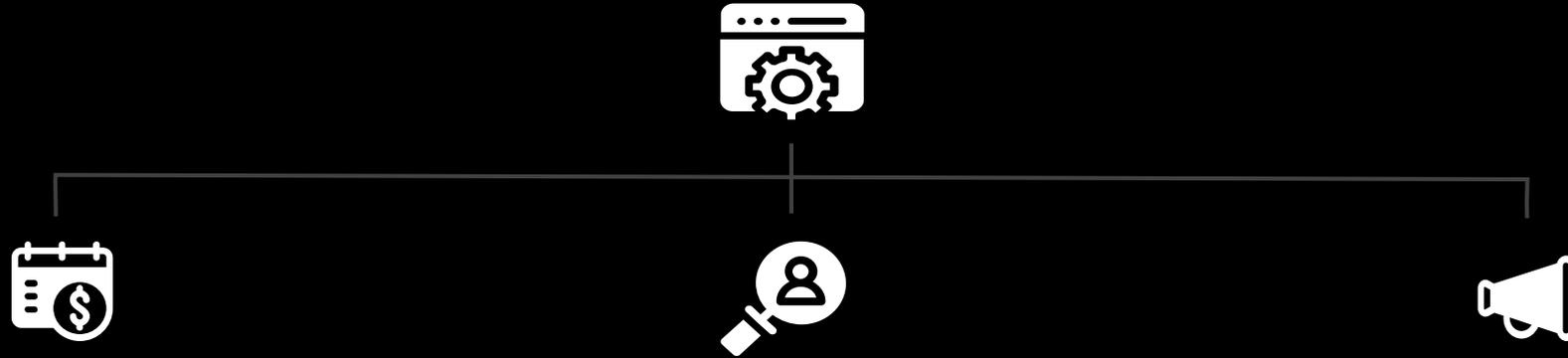
03

Client communicates to members

04

Multiple influences impact community members brand perceptions

# 4 – RIGHT SPACE (BRAND MANAGEMENT TOOL)



## Anchor to Business Outcomes

## Thorough Brand Diagnosis

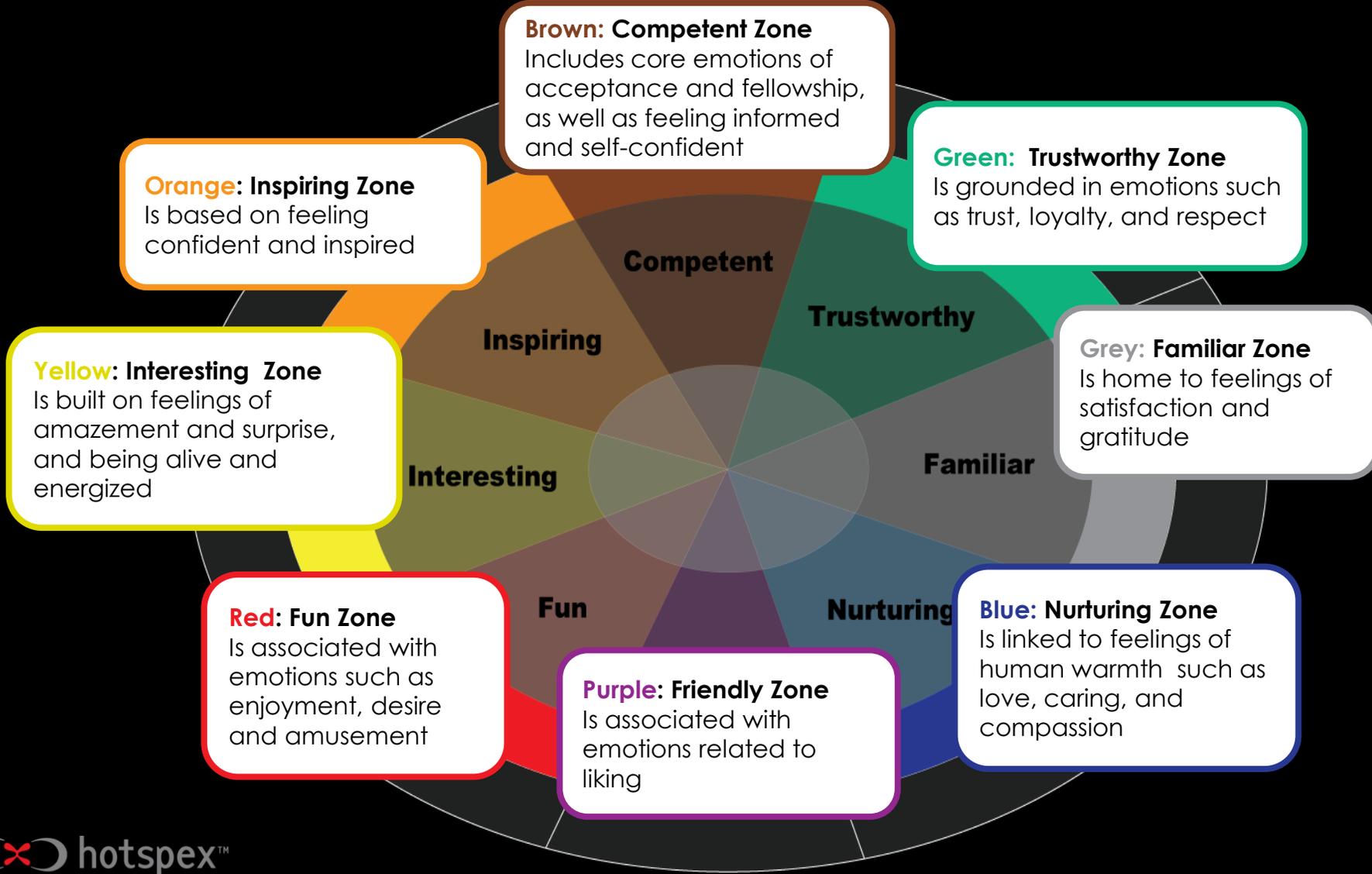
## Linkage to Marketing Activity

Effective set of KPIs – Brand Success Score - to benchmark brand performance and indicate where value is created, where the opportunities for growth are and what levers can be used to fuel it

In-depth evaluation of all facets of brand equity, incl. functional and emotional benefits, to delineate the image characteristics that should be enhanced, changed, or muted

Effective understanding of product variants and marketing activities, including advertising campaigns, that drive growth vs those having less impact to optimize brand investment

# 4 – RIGHT SPACE (BRAND MANAGEMENT TOOL)



Our tool provides the means to articulate the emotional associations consumers have toward brands, products, ads, etc.

Our map is divided into **8 zones**, representing the different ways individuals can relate to brands

# 5 – E SCAN (ONE PLATFORM FOR MULTITUDE OF INSIGHTS)

## TECHNOLOGIES



**Emotion Measurement**



**Implicit Tests**



**Webcam Eye Tracking**



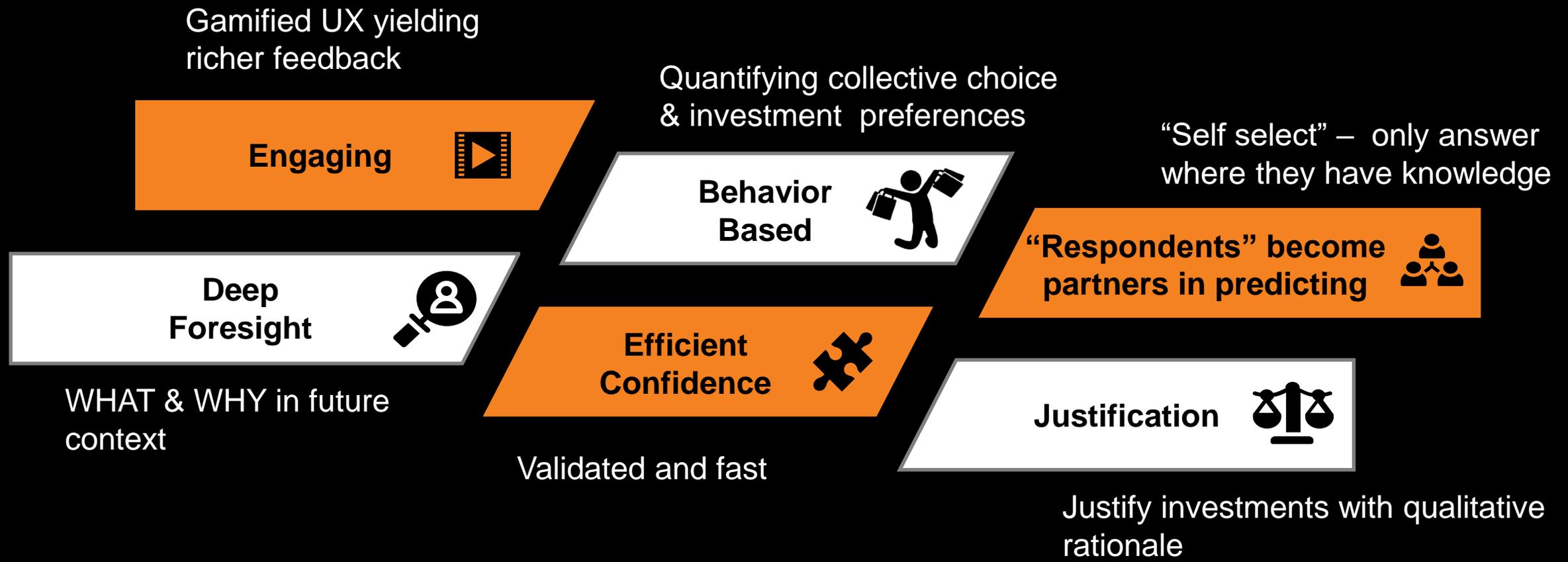
**Mouse Tracking**

## WHAT YOU CAN TEST

Videos	SMM Creatives	Product Visibility	Brand Elements Tests
Ads	Package Design	Brand Elements	Websites UX/UI

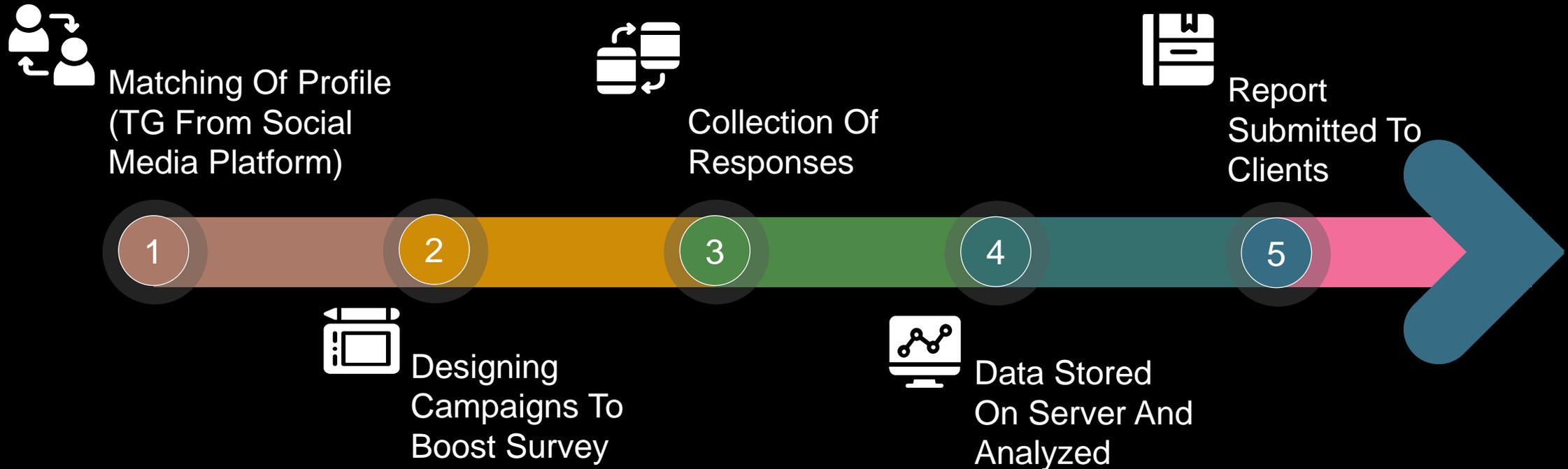
The smartest automated insights platform that integrates survey engine with eye tracking, emotion measurement, implicit tests, and website behavior tracking. It's built for gathering insights based on nonconscious measurements to discover real drivers of consumers behavior.

# HUUNU CONCEPT TESTING TOOL



Prediction Markets are an alternative to traditional survey methods, challenging participants to bet virtual

# 6 – ONLINE SURVEYS (PROCESS FLOW)





# WE ARE ABLE TO COVER ENTIRE PAKISTAN



# OUR INSIGHTS TEAM

# CLIENT EXCELLENCE TEAM



**Majida Naveed**

Managing Director

18+ working experience as a  
Researcher & Business Strategist



**Muhammad Sheheryar Malik**

Senior Manager – Client Excellence

10+ working experience in  
market research and  
project management



**Ashfaque Ahmed**

Consultant  
International  
Projects

12+ working experience



**Amna Kazim Khan**

Senior Executive

2+ working experience



**Syeeda Rimshah Bukhary**

Research Associate

1+ working experience

# OPERATIONS TEAM



**Jawed Tariq**

Digital

18+ working experience



**Ikram Ullah Khan**

Operations Head

22+ working experience



**Hafeez Malik**

Consultant Data Processing

25+ working experience



**Naveed Ijaz**

Director HR / Admin

25+ working experience

# THANK YOU