

Ordinary life through an extraordinary lens



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Using reportage-style photography to create photographic stories to capture the detail and the essence of people's lives

The Purpose

Uncovering insights using a combination of images and consumer quotes about how people interact with brands, products and services.

Bringing the consumer to life: the rich visual detail of everyday life, the unspoken signals that can remain unarticulated in group discussions and depth interviews.

A visual portrait of consumers that does not rely on cumbersome video clips.

Capturing common sense: the extraordinariness of people's everyday lives that they take for granted.



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The process

Photojournalist / researcher to accompany subjects to capture the detail and context of how products, brands and services fit into people's lives.

Creating real and tangible portraits of consumers:

The context of their lives – where they live, where they shop, where they socialise, what they wear....

How they interact with other people

What is important to them

The emotional landscape of their lives

This portrait to be recorded as a set of images and accompanying text to provide a book that illuminates a group of consumers or a consumer related issue.

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The benefit

Provide a tangible and visceral portrait of the consumer, beyond the stereotypes and marketing generalisations.

Breathe life and reality into qualitative research debriefs and workshops.

Create research content that can connect with the emotions as well as the reason of the client audience.

Provide an easy and memorable way of communicating consumer connections within companies.

