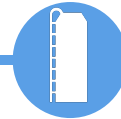
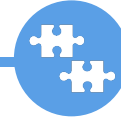


7 ISSUES WITH INSIGHTS IN 1997



Siloed researchers



Fragmented research



Flawed metrics



Data overload



Understanding emotions

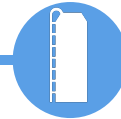


Communicating insights

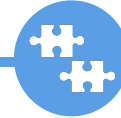


Client-supplier relationships

7 ISSUES WITH INSIGHTS IN 2024



Siloed researchers



Fragmented research



Flawed metrics



Data overload



Understanding emotions



Communicating insights



Client-supplier relationships

SOLUTIONS



Rebranding insights



Holistic research approach



Real world choices



The power of emotions



Storytelling



Human-centered approach



Embrace tension, Build partnerships



The image features four large, cylindrical metal grain silos standing in a row in a green field. Each silo has a red metal ladder on its side and a yellow cap on its conical roof. The background is a bright blue sky with scattered white clouds. The text 'REBRANDING INSIGHTS' is centered over the image in a large, white, sans-serif font.

REBRANDING INSIGHTS





**HOLISTIC RESEARCH
APPROACH**



REAL WORLD CHOICES



Please take a minute to tell us.

How likely are you to recommend
[Company]
to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

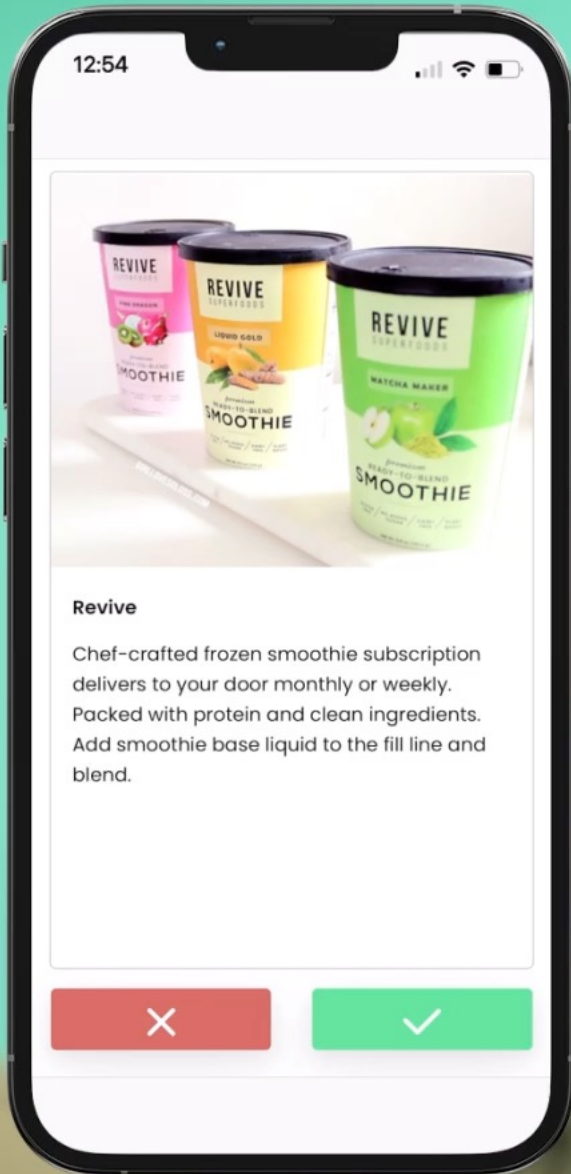
Not at all likely

Extremely likely

Click above on the score you want to give ...

Thanks for your feedback.

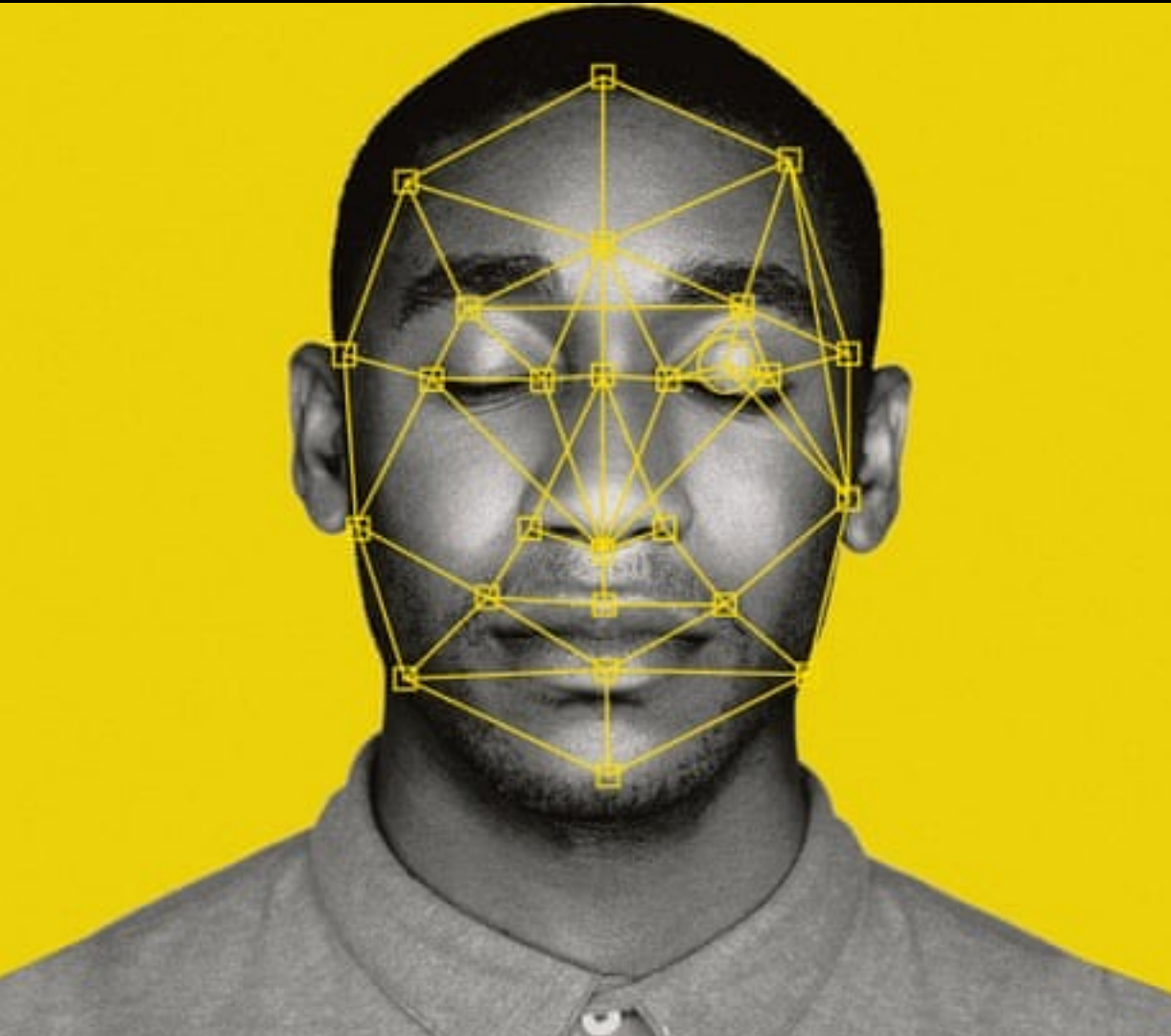
[Enter signature here]



Go/No-Go Association Test

Does this word match the brand?


Word	Match (Green Checkmark)	No Match (Red X)
Classic	Yes	No
Fun	Yes	No
Boring	No	Yes
Modern	Yes	No




THE POWER OF EMOTIONS

THE POWER OF EMOTIONS



Now for something a little different...

A picture  speaks a thousand words. In the next section, we will show you 12 images and ask you to select the one that best describes how you felt after each interaction with Woodside Homes!

Here are all the pictures first before jumping into our questions! 😊

You can pinch to zoom in for a closer look! 



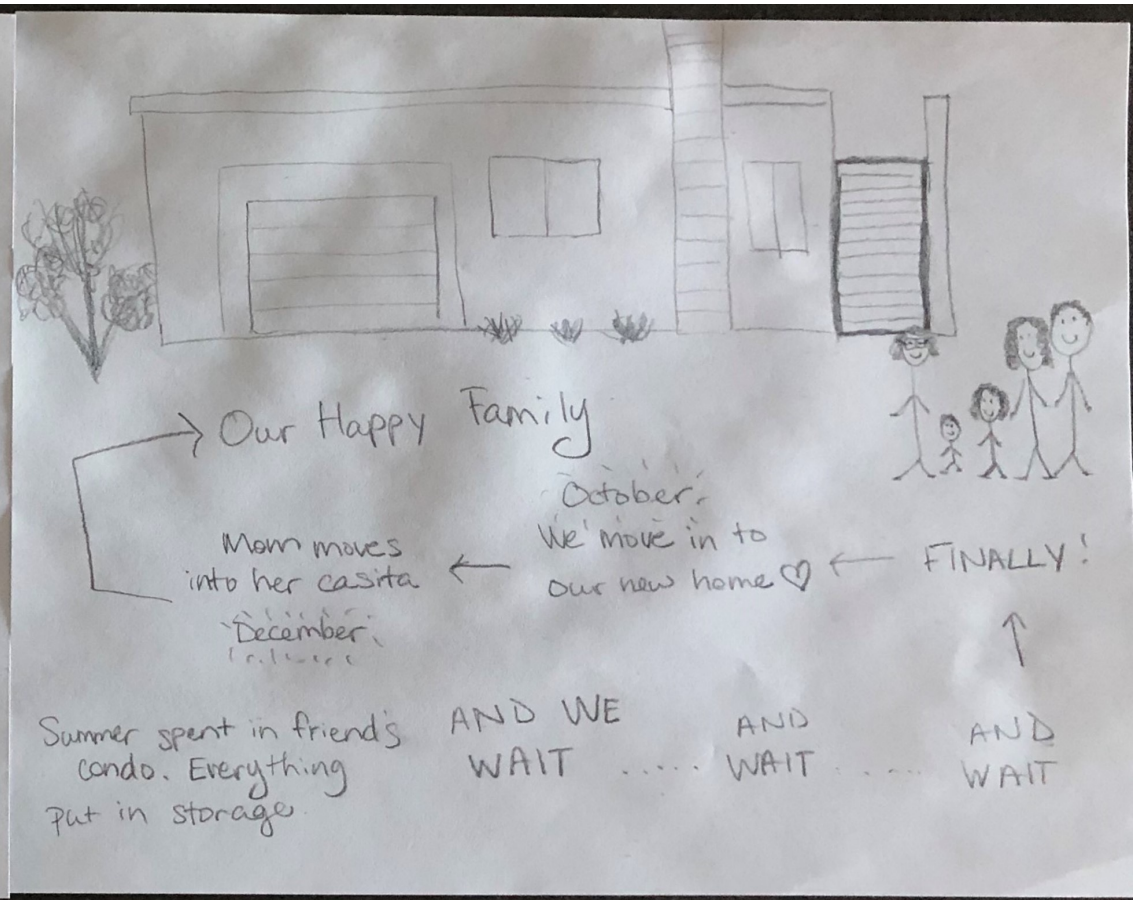
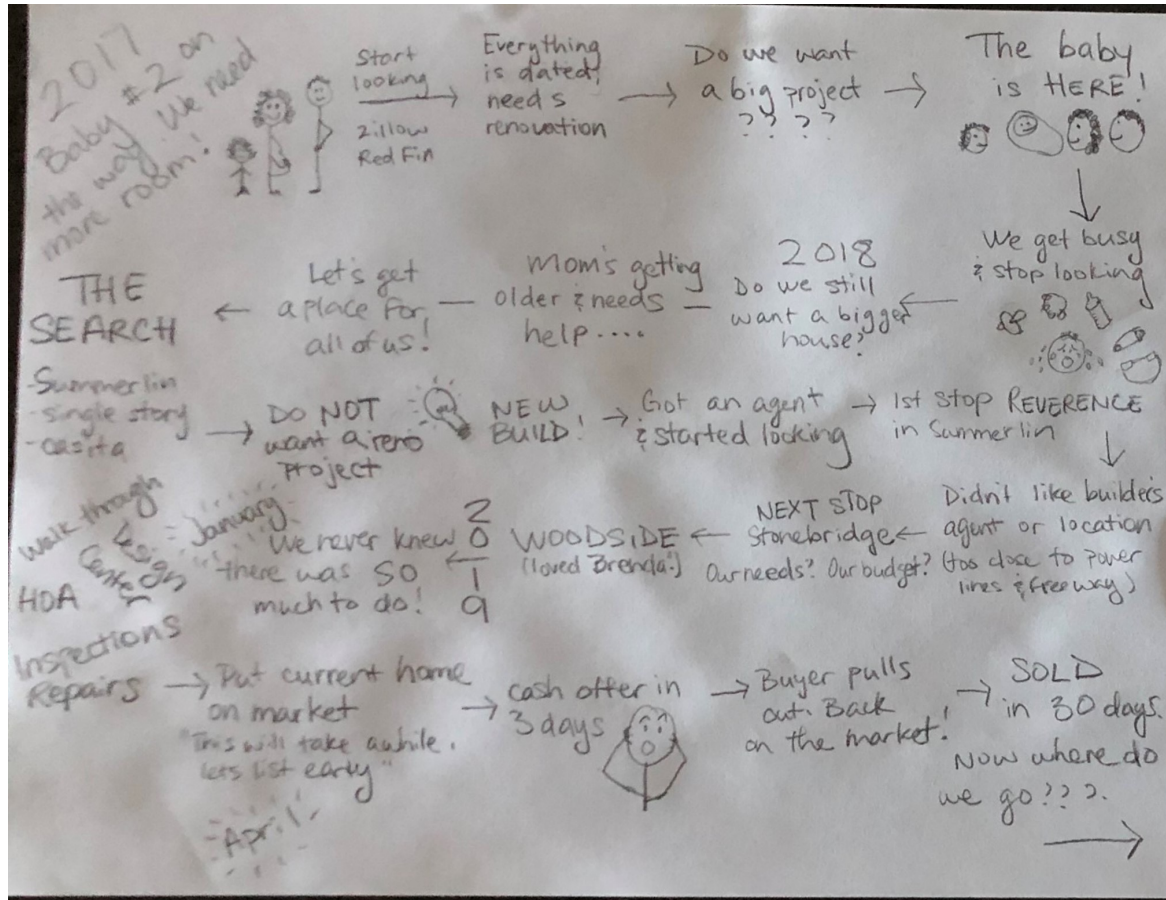
When you are ready, let's unwind the clock and go back to the start of your journey  

We want to hear about your entire Woodside Homes experience, from





STORYTELLING





The image features a woman in a blue shirt, looking down with her hands on her head in a contemplative or stressed pose. She is positioned in front of several computer monitors. The monitors display various data visualizations, including a bar chart on the left, a line graph on the right, and multiple windows of code or text. The background is dark, with some ambient light from the screens and a few out-of-focus lights in the upper right corner. The overall atmosphere is one of intense focus or cognitive effort.

HUMAN CENTERED APPROACH



**EMBRACE
TENSION, BUILD
PARTNERSHIPS**



**EMBRACE
TENSION, BUILD
PARTNERSHIPS**



THANK YOU