

The advantage of human nature



Human nature...

It's what we're about at Aspen Finn. We're a strategy and insight company with an approach grounded in cognitive psychology.

Our philosophy: in order to understand what people think, you must first understand how they think.

Faced with the pressure of understanding customers right now, we listen and respond to your specific needs, thoughtfully.

The Aspen Finn team has a rich history of interpreting human behavior. This experience has led us to create a framework for understanding how people naturally think, feel and behave. We use this to reveal authentic consumer stories, focused on helping you grow your brand.



CONSUMER UNDERSTANDING

This is where it all starts. Our intuitive, collaborative techniques uncover the true voice of your customer. Next, we help deliver those voices to your organization through clear persuasive storytelling.



INNOVATION

Stepping into the unknown is where we thrive. At Aspen Finn we design tailored programs to discover unmet customer needs. We develop and advance ideas so your brand can create new products and services with confidence.



COMMUNICATION

Communication is all about impact. Because we understand how people behave we support communications development in agile and effective ways. We help identify which campaigns will make the difference and drive future growth.



BRAND PERCEPTION

Brands are our passion - and they are certainly yours. We uncover what quickens your consumers' pulse, what makes them reach out and buy, and what turns them off. Our work puts trends in perspective and helps capture interest, building long term brand strength.

To know what people think,
you must first understand how they think.

We immerse ourselves in your challenge
and design custom research with
tangible results -- enabling your brand
to change, persuade, include or grow
with confidence.

Our proven framework provides deep, relevant insights
by embracing how people naturally relate to the world.
Combining elements from cognitive psychology -
perception, experience and identity - with learnings
from decades of consumer conversations, at Aspen Finn
we reveal authentic consumer stories.

THE ASPEN FINN WAY

Whether it's listening to consumers, digging deep into
our clients' challenges or developing our own team,
we are driven by empathy. We seek out people whose
curiosity knows no bounds, who have a true passion
for understanding others and telling stories. But you'll
find our team are also excellent listeners, practical and
likeable. EQ as well as IQ. It's the Aspen Finn way.

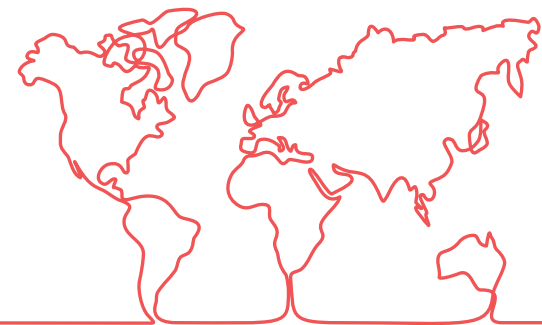
A team of 30+ insights
professionals with average
experience of 22 years.



Specialists in media &
entertainment, technology,
retail, grocery, healthcare,
finance, CPG and real estate.



Working worldwide from
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