

# Culture Track Launched

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Spring is pleased to announce the launch of Culture Track, a new and innovative way of helping brands to embrace consumer culture. The concept for the product was born out of Spring's desire to help clients quickly spot cultural changes that are relevant and pursue opportunities ahead of the competition.

Spring is well known for its new methodologies having won a string of awards for its Snakes and Ladders technique. The Culture Track approach to understanding culture brings together a set of skills that haven't been used together in this way before. The Culture Track product uses a combination of peripheral scanning, semiotics, expert interviews and biographical consumer interviews in order to bring clients bespoke insights on a global level. Potential themes and audiences depend on client objectives but currently Spring is looking at work on the Culture of Football and how that impacts brands, the meaning of Health in the UK as well as several specific demographic projects.

Culture track is the brainchild of Stephen Phillips and Sarah Hamburger, who between them have over 25 years of marketing and research experience. Phillips believes that brands that don't look to the future and connect with culture could end up being in the same position as M&S was ten years ago. Also Phillips sees the approach as offering clients another dimension to their research clients now spend a lot of money looking at their brand, their competitors and their consumers but often they miss the cultural dimension in which brands and consumers co-exist. Culture Track enables them to understand and keep a track on this cultural dynamic and use the findings to direct their brands all in a cost effective approach.

Hamburger, Culture Track's Project Co-ordinator, says "People and brands do not live in a vacuum. To truly engage people, brands must continue to seek out original, relevant and consensual vehicles of expression. They must be tactile. To get involved. To befriend culture and become a real, integral part of consumers lives. Yet most brands rarely take the time to interpret consumer culture. They spend millions of pounds on campaign tracking and analysing customer data but often miss out on understanding the world their brand lives in. Culture Track can help them to create tighter bonds with people ensuring financial success in the long term."

Culture Track has already sparked great interest within the marketing community with companies such as Leo Burnett, a major FMCG brand and a car manufacturer studying the technique. Lee McEwen, Leo Burnett's Research Head commented "We are excited about the possibility of using this with our clients. Many of the alternatives are too abstract; Culture Track uniquely offers our clients a deep understanding of consumer trends in a way that can be applied directly to their business".