Monkey See: The New Agency Mixing Experience And Behavioural Economics.

Contributed by Monkey-See
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Three former directors of Hall & Partners have announced the launch of a new research agency specialising in the use of behavioural economics.

The new agency, called Monkey See, offers a full range of brand and communication research products. All products are informed by the latest thinking in behavioural economics and offer a more holistic, in depth and action orientated approach to consumer research.

Monkey See is expected to attract a wide range of clients with a need to better understand consumer behaviours and motivations. Its launch was welcomed by Rory Sutherland, Vice Chairman Ogilvy Group UK, who has long championed the use of behaviour economics in advertising and marketing.

â€œThis is very welcome indeed. Frankly any increase in the biodiversity of the research business is good news in my book - but what is all the more exciting here is that we have a marketing services business which has been created around a recognised, verifiable science. Behavioural Economics is a spectacularly rich source of insights, many of which are undetectable using conventional research methods. Here is a source of untapped richesâ€•.

Monkey Seeâ€™s founding partners are Helen Nuki, Alexa Arrowsmith and Helen Law â€“ all former directors of Hall & Partners. They have more than 50 years client and agency experience between them and have worked with some of the Ukâ€™s largest companies including Bacardi, Cadbury, Camelot, Halifax, Morrisons, M&S, Nationwide, Post Office, Shell, Sony, Thompson Holidays, Unilever and William Grant.

â€œThe new research products are incredibly exciting as they measure many more influences on consumer behaviour than conventional research productsâ€•, said Helen Nuki. â€œThey are not just measuring what consumers think but enabling brands to see clearly the forces that are shaping and changing customer behaviour. Thatâ€™s a major plus for brands looking to stay ahead of the game.â€•

Behavioural economics as described by academics including Dan Ariely, author of Predictably Irrational, and Richard Thaler & Cass Sunstein, authors of Nudge, is playing an ever greater role in both business and government.

The Coalition Government has set up a Behavioural Economics Insight Unit and is using its learnings to better plan campaigns on behaviour change around issues such as organ donation, pension contribution and child obesity.

In business, the â€˜for the peckishâ€™ campaign from Innocent and the launch of the Fridge Pack from Heinz Baked Beans are prominent examples of the application of behavioural economics.

Monkey See is the first UK market research agency to launch a product range specifically built around the new thinking.

Further information is available from:
monkey-see.co.uk