

Looking Further Seeing More

Contributed by Deep See
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Deep See thinking - B2B International's Consumer Market Research Agency launches

Deep See is a new consumer market research and intelligence agency that finally delivers against clients' b2b2c requirements from the stable of business-to-business specialist, B2B International

The official launch of Deep See is being celebrated in style, with the release of special balloons at each of the Deep See offices in London, New York and Beijing, plus the unveiling of the Deep See droid, with a competition to use research skills to unlock his name running at www.deepseeresearch.com/launch.

As the new company name suggests, Deep See promises to go to great depths to get to the bottom of what customers really think. It will specialise in international research and deliver insight and consultancy that drives change and action for clients.

B2B International, as a leading specialist business-to-business market research consultancy, has launched Deep See to establish a foothold in the wider consumer arena and to meet increasing client demand to research the whole b2b2c value chain. By using B2B International's established global network of offices, plus researchers and fieldworkers who converse in every language imaginable, Deep See sets out to reach anyone anywhere.

London-based Deep See is headed up by Matt Powell. Powell is confident there is room in the marketplace for Deep See and relishes working on projects which will test products, seek opinions, probe customer satisfaction, assess markets and develop pricing strategies.

It is the international scope, combined with the ability and knowledge to conduct research with all aspects of a company (from internal stakeholders, through to distributors, through to consumers), that Deep See believes will differentiate it from other research agencies.

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Deep See's offering is based around three key needs: brand, customers and products. Some of the services that Deep See offers include customer experience research, social media research, web site benchmarking, and customer segmentation. The former identifies each interaction that the customer encounters along each stage of the journey from cradle to grave; whilst Deep See's social media monitoring tool keeps a detailed track on what is being said and written about a brand or campaign. Deep See believes these tools are most effective when applied together as part of a wide research campaign.

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Powell joined B2B International in 2004 and has worked with high profile companies such as Autoglym, BAA, Balfour Beatty, BOC, Co-operative Bank, Gillette, Intel, Molson Coors, Microsoft and Travis Perkins.

He says:

“Through Deep See's international research and intelligent insight capabilities, we offer an added dimension. Thanks to the backing and resources of the world's leading b2b market research consultancy, we already have a deep understanding of the whole supply chain and the issues that affect every area of a company, allowing us to analyse findings in ways that other research agencies wouldn't think of and offer a fresh perspective to a client's business.”

B2B International director and founder, Nick Hague, says: “Deep See is another example of the diversification of B2B International, following 2011's launch of our specialist creative marketing communications and brand agency B2B Marcomms.”

About Deep See

For more information please visit www.deepseeresearch.com

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