

Bonamy Finch celebrates tenth birthday on the back of record growth

Contributed by Bonamy Finch
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Consumer insights and analytics specialist Bonamy Finch has celebrated its tenth birthday on the back of its best ever quarter for sales.

The agency, which is based in Cobham, Surrey, achieved a 20% growth in sales in its tenth year, making it its best year to date, with the second quarter of 2015 also its best ever quarter for sales. The company works with more than 50 consultancies, research and insight agencies delivering analytically-driven consumer insight services for their clients, as well as working directly with some of the world's leading brands.

Leigh Morris founded the agency in 2005 after extended spells working for Unilever, T-Mobile and Research International. Morris, who holds a psychology PhD in leadership and group decision-making, and is Chairman of the Advanced Analytics Network for the Market Research Society, believes that being able to establish Bonamy Finch as an analytics leader has been one of the keys to its success.

“It was always very important that we could offer something tangibly different and valued added to our agency clients and our brand clients,” explains Morris. “Our strength in advanced analytics has proved that point of differentiation, during a period when analytics in general has become a major area of focus within consumer insight.”

“Whether that is applied in segmentation – we have conducted over 800 segmentations across more than 40 categories – market structure and sizing, brand management, customer loyalty or concept and product testing, being able to exploit our analytical strength to meet our client needs has been fundamental to our growth.”

Bonamy Finch is a consumer insight specialist, delivering advanced analytics services and strategic market research. It combines the latest industry thinking with compelling, in-depth analysis and commercially minded communication. It supports and collaborates with a wide variety of agencies and consultancies, as well as working directly with some of the world's leading brands.