

Firefish Launches Pioneering Insight Communication And Activation Agency, Insider

Contributed by Firefish
Tuesday, 08 November 2016

Award-winning, independent insight consultancy, Firefish has launched a new business - specialist Insight communication and activation agency, Insider. This new venture will be led by John Sayers, who previously headed up Firefish's in-house insight film unit, Firefilms, and has been recognised by the industry with a variety of innovation and new methodology awards.

Insider will fill a strongly emerging client need by offering much-needed solutions for communicating, activating and embedding research insight within the wider business. It creatively uses film, events, digital, print and experiences to help facilitate a deep connection between an organisation and its customers, ensuring that the customer is at the heart of everything they do.

Insider is also working heavily with Virtual Reality as a tool for customer closeness and immersion by creating a 'Customer Reality Studio' to deal specifically with this burgeoning market. They have presented on this topic a number of times, including at MRS's IMPACT 2016, and have written several blogs about how feeling and empathy are key to getting people to believe in who the customer really is, with VR being a perfect way to do this.

John, a former Creative Director with 20+ years' experience, comments: "We are extremely excited to be launching this new venture. We firmly believe that successfully communicating insight is an incredibly important, but often overlooked, process. Socialising customer insight within a business and making it part of the culture adds an enormous amount of value to your research investment. When done successfully, it can bring about a positive business impact from research and trigger meaningful actions based on insight. We have a great team that are already engaged in a number of exciting projects and we're looking forward to really changing the landscape in this area."

Firefish's Owner & Group CEO, Jem Fawcus comments: "Firefish clients have already been benefitting from Insider's approaches for some time now but we think it is time to open this business to brands and teams that may not have commissioned Firefish to complete the research itself. We believe that people should be at the heart of every business and this is a perfect way for us to champion that. John's years of experience in both the creative and research industries, as well as developing award-winning methodologies, is a perfect mix and I am excited about the potential of this new business."