

Finch Brands is a real-world brand consultancy – led by people who excelled in operating roles at brand-driven companies such as Campbell Soup, David’s Bridal, Kimberly-Clark, Target, and Urban Outfitters.

From Data. To Insights. To Action. And Beyond!

We translate data into genuine insight to help progress client brands and businesses. Over 20+ years, we have completed a range of methodologically diverse, complex, high stakes research engagements across business sizes and categories.

Our work informs key business topics such as positioning, customer segmentation, brand health, new product development, marketing, and more.

Select Clients










Custom Research Services

Finch Brands manages custom insights processes – conducted at a specific time with a specific set of learning objectives. Methodologically, our capabilities include the following and more:



Qualitative Market Research

- Focus Groups
- In Depth Interviews
- Ethnography
- Secondary Research
- Mystery Shopping
- Custom Methodologies



Quantitative Market Research

- Segmentation
- Concept/Claims Testing
- MaxDiff/TURF Analysis
- Social Listening
- Eye Tracking/Heat Mapping
- Brand Health Tracking

FinchSight® Insight Communities

For clients seeking a more powerful and efficient research program, we build and operate FinchSight insights communities. These private communities provide an on demand insights capability – combining expert market research support with cutting-edge technology.

We built FinchSight based on our experience as customers of legacy community providers – who we found to be either tech-focused at the expense of insights quality or too qualitative to have broad applicability.

The result is a methodologically flexible, high touch/impact, platform that is right-sized for insights teams challenged to do more with less.

Community Tools



Polls



Surveys



Discussions



Live Video Chats



Ethnographies



Ideation



Mobile Missions



Home Use Tests

Insights Leadership



BILL GULLAN
President

A world-class speaker, writer, and facilitator, Bill's career has impacted business and brands including American Express, AT&T, Everlast, General Mills, Herman Miller, IBM, Kraft, Microsoft, Nutrisystem, and many more.



LAUREN COLLIER
SVP, Brand and Marketing Strategy

With a track record of driving innovation within larger companies, Lauren spent 10 years at Kimberly-Clark working on KLEENEX and SCOTT before joining Mars Drinks.



JOHN FERREIRA
SVP, Insights and Innovation

With an 11-year career at Campbells Soup in roles across brand management, consumer insights and new product development, John worked on brands like Campbell's Chunky Soup, Prego Italian Sauce, and Swanson Broth.



TIM DEGENNARO
VP, Insights Communities

A veteran of C Space and Forrester Research, Tim is an intrepid researcher who delights in pioneering new methodologies. Tim leads FinchSight Insights Communities and drives excellence across our research team.