



Louise Kennedy

Independent Qualitative Researcher and Brand Strategist

15+ years of experience in shaping successful brands

Client and project leadership

Directing, leading and solving complex and multi-market insight, strategy and innovation challenges

Mentoring and line management

Line management of junior staff, including running a number of bespoke training modules in qualitative research

Expert in qualitative methods

Extensive experience in new, traditional and bespoke qualitative research methods and techniques

Thought leadership

Published eBook 'The A to Z of Branding' <https://itunes.apple.com/gb/book/the-a-to-z-of-branding/id567783228?mt=11>

RESEARCH AND STRATEGY EXPERTISE

FOCUS GROUPS (ONLINE AND OFFLINE)	ONLINE COMMUNITIES	IN-DEPTH INTERVIEWS	ETHNOGRAPHIC METHODS	CO-CREATION WORKSHOPS	
TRENDS AND INSIGHTS	JOURNEY MAPPING	PERSONAS/TYPOLOGIES	PROPOSITION DEVELOPMENT	IDEATION AND NPD	CONCEPT OPTIMISATION

PUBLISHED ARTICLES AND COMMENTS

The Power of One - Health Club Management: 2013
 Fitness for Later Life - Health Club Management: 2013
 The Top 10 Principles of Sustainable Branding - Futureproof newsletter: 2013

CLIENT EXPERIENCE

SECTOR EXPERIENCE

FMCG, retail, OTC, consumer healthcare and pharmaceutical, education, financial services, automotive, non-profit, public sector and B2B

EMPLOYMENT HISTORY

ALWAYS ASK WHY INSIGHT • STRATEGY	Director Apr 2019 - Present
Savanta:	Research Director Oct 2018 - Mar 2019
McCANN	Research Director Nov 2016 - Oct 2018
Or	Insight and Innovation Consultant Jun 2013 - Jul 2016
KANTAR	Consultant Jun 2011 - May 2013
sense worldwide	Consultant Jun 2010 - Jun 2011
HEAVENLY	Brand Strategist Nov 2007 - Jun 2010

EDUCATION

West Herts College	Postgraduate Diploma in Advertising 2006 - 2007
UNIVERSITY of York	BA Hons Philosophy 2.1 2003 - 2006



Used a unique combination of award-winning multi-biometrics and qualitative research to demonstrate the effectiveness, relevance and impact of a series of sustainability communications for Sky/Volvo



Led a multi-market insight-innovation study for global sportswear giant adidas to explore the potential for a new sustainable cotton fabric alternative by testing product prototypes amongst a range of sustainable activist and mass consumers



Qualitative lead running a successful global workstream alongside a quantitative CLT to help senior product development stakeholders (across UK, USA and Hong Kong) within McDonald's to develop a better chicken product and communications



Advised leading jewellery brand Pandora on a range of brand and communications challenges across 5 markets including optimising their Christmas communications and exploring the potential for new ranges



Conducted 6 qual-quant insight projects with Always Ask Why across a range of challenges including store redesign, logo development, customer and staff experience and brand development



Helped VWFS to create a simplified language framework for car finance through in-depth exploration of the car purchase/finance journey. Shaped VWFS's approach to the development of a number of services including Banking and Vehicle rental



Developed a series of in-depth trade professional and consumer personas for Orkla to help to guide the future of their brand portfolio – leading to 7 additional insight briefs and a successful direct client relationship with Always Ask Why



Co-creatively developed, tested and optimised new product concepts for a range of brands including New York Bakery, KP, Danone, J&J's Hexoral and Liz Earle



Advised J&J on the development of a new IBS brand using consumer insight into the realities of the condition using a bespoke online community and follow-up in-home depths



Developed successful brand propositions to re-position a number of brands including Motability, Gtech Pro and Powerfloor products, Arla's Cocio, People's Postcode Lottery and AnyJunk



In only 18 months helped to grow McCann Central's research business by 90% from 2015's target with a series of qualitative only and qual-quant proposals and pitch wins



Developed and co-developed new methodologies including Experiential Safaris, a Quali-Quant Creative Development Toolkit for ITV, an Insight to Innovation process for McCann, an Influencer Insight Suite (bringing together McCann's Research and PR departments) and a 'Mining for Meaning' approach to semiotics for Future Thinking



Authored and delivered a number of seminars and masterclasses including Alcoholic Drinks Trends 2015, The Truth About Men, The Truth About Qualitative Research and How To Guides on Screener Writing, Discussion Guide Writing and Debriefing

