

Certified



Corporation

**MMEYE**

**INSIGHTS THAT POWER POSITIVE CHANGE**  
**INTRODUCING MM-EYE**

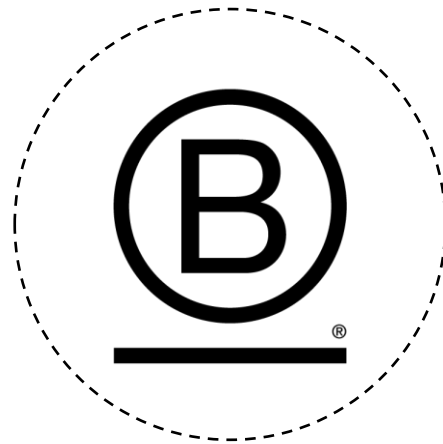
MMEYE

# WHO WE ARE

# OUR VALUES AND CULTURE ENABLE US TO DO **BETTER FOR OUR INSIGHT PARTNERS**



MM-Eye is proud to be an independent, 100% employee-owned company. We foster a culture of collective responsibility and a vested interest in our success and the growth of our partners.



MM-Eye is a certified B Corporation, meeting high social and environmental performance standards, transparency, and accountability.



Established 15 years ago, MM-Eye has a rich legacy of assisting businesses in understanding what resonates with their customers, employees, suppliers, and stakeholders across the globe.



MM-Eye aims to balance social, and environmental sustainability with commercial success for diverse businesses. Providing insight that power positive change.

# WE ARE DIVERSE IN OFFERING AND INNOVATIVE IN APPROACH

Our expertise spans a wide array of services, from qualitative and quantitative research studies to specialised innovative tools like Thoughtscape advanced segmentation and the Say Do Sustainability Study.

With extensive global reach across 25+ markets, we can manage and execute large-scale projects.

MM-Eye provides insights that help businesses navigate the complexities of consumer behaviour, particularly in relation to sustainability and social responsibility.



Materiality Analysis



Quant Surveys



Focus Groups



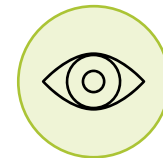
Depth Interviews



Online Communities



Stakeholder Research



Ethnography



Statistical Analysis

**& MORE**

# WE ARE SMALL BUT MIGHTY WITH SIGNIFICANT GLOBAL REACH



- We have been running brand health trackers for 15 years across 25+ markets.
- We conduct qualitative research amongst consumers and stakeholders in every continent.
- Our global approach is hinged on a synergistic partnership with local experts, ensuring both global consistency and local relevance. With our most recent qualitative work, we have meticulously adapted to each market's emotional and cultural fabric.

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# WHAT WE BELIEVE



+



Sustainability

Profit

Businesses of every size and in every sector are under pressure to **deliver social and environmental sustainability at the same time as commercial success**

# OUR APPROACH IS ROOTED IN OUR PILLARS OF POSITIVE CHANGE



## Partnership

We will work in partnership with you, not for you. Getting to know your business from the inside out and earning your trust.



## Planet

Research has little long-term value without sustainability at its core. Each research project is designed and executed to deliver project objectives and simultaneously have a positive social or environmental impact.



## People

We know that to make a business truly sustainable, our research must include and benefit all key stakeholder groups and the wider community. This is why we talk to everyone.



## Profit

Businesses must be commercially, as well as environmentally, sustainable. We aim for the sweet spot; identifying insights that support environmental, ethical and commercial targets.



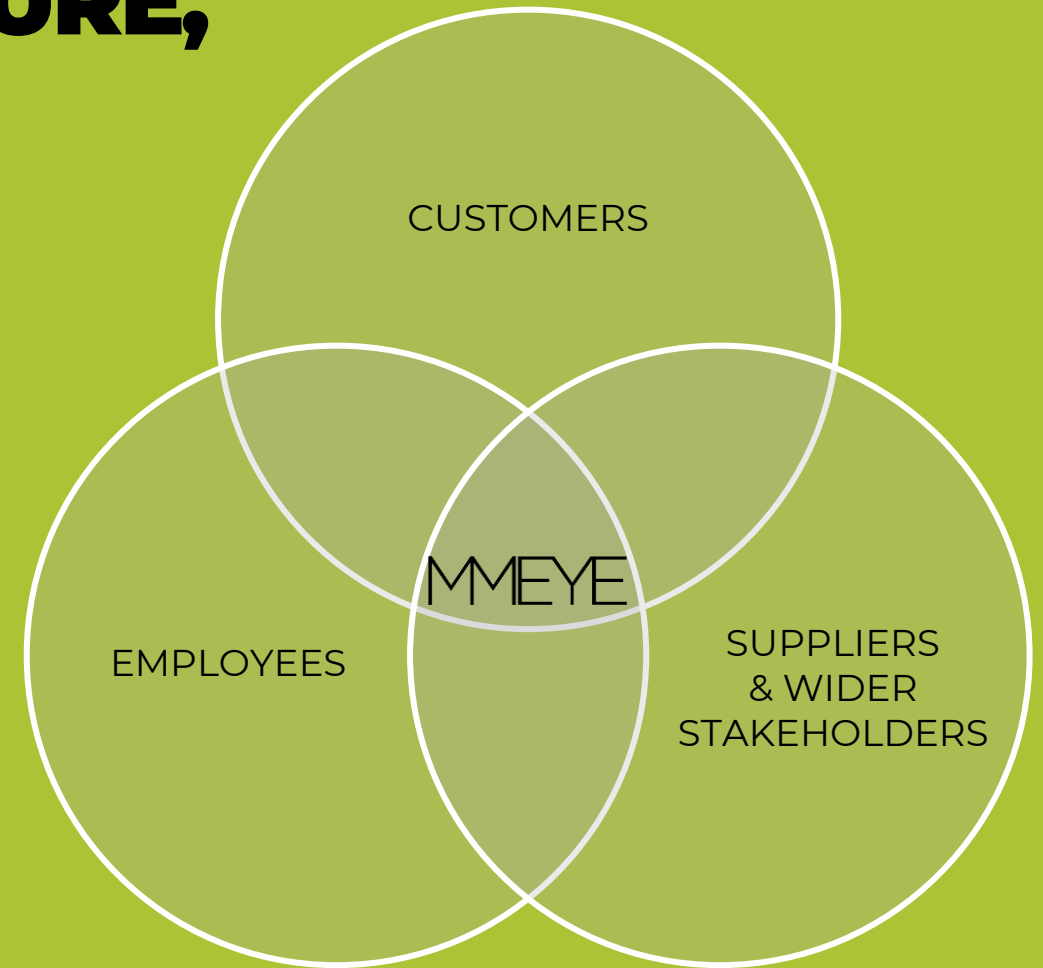
# **WE HELP YOU STEP UP TO THIS CHALLENGE BY ENGAGING WITH YOUR STAKEHOLDERS**

By asking the right questions, rooted in human emotion, we unearth valuable insights, enabling you to achieve sustainable competitive advantage and make a positive difference



# WE SEE THE WHOLE PICTURE, SO YOU GET A COMPLETE ANSWER

We find out what really matters to your customers, employees, suppliers and wider stakeholders to help your business change the way you work for the better – better for people, planet and profit.



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# WHAT WE DO



# INSIGHTS THAT POWER POSITIVE CHANGE

MM-EYE partners with you to collaborate and ensure you get the most out of our research

MM-EYE works with you to understand all stakeholder groups, enabling change that results in responsible business practice

MM-EYE ensures projects support sustainability strategies, whatever the brief

MM-EYE unlocks the value in synergy between profit and planet

# SOME OF THE WORK WE DO



Automotive - from understanding brand health value to driving electrification



Casual dining and understanding the impact of sustainability on dining decisions



Understanding underserved and excluded customers in the banking sector



Sustainability tracking - understanding the Say Do gap perception for brands and the impact on consumer choice.

# DON'T TAKE OUR WORD FOR IT



MM-Eye delivered research which far exceeded our expectations. They brought us insights which are truly actionable and took the project beyond the realms of delivering research findings, and into the arena of consulting our business, by providing us with relevant recommendations and directive action points

Martin Cooper  
Senior Manager, Global Consumer Insights  
Jaguar Land Rover



MM-Eye helped us to evidence the positive impact we believed we had on our customers ... The insight they provided not only gave us this evidence but painted real-life pictures of our customers. This research has given us clear, tangible recommendations on how to continue delivering against our business purpose.

Susan Harrison, Head of ESG  
Evolution Money



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**UNDERSTANDING  
YOU!**