



FROM **'BETTER'** TO **'BEST'**

Insight that elevates your brand

BETTER IS NO LONGER ENOUGH

Brands face stretched consumers, rising expectations, infinite choice and shrinking attention.

**Standing out is hard;
being worth choosing is harder.**

Brands need to understand why they are the brand consumers choose again & again.

That's the problem we solve.



WHERE ARE YOU ON YOUR JOURNEY TO BEST?

Best looks different depending on where you are in your journey, but it always starts with understanding what people truly value.

DEFENDING YOUR LEAD

You're already strong but how do you protect your premium position from imitators and category disrupters?

What keeps you meaningfully different when functional advantages are copied?

A CHALLENGER

You're growing but what will accelerate you from credible alternative to being the best?

Where can you create emotional advantage, not just functional parity?

EXPANDING YOUR PORTFOLIO

You're adding brands, products or services but how do they fit into people's lives and spending priorities?

WE HELP YOU TO
UNEARTH THE
**EMOTIONAL &
COMMERCIAL
LEVERS**
THAT WILL MOVE
YOUR BRAND FROM
'BETTER' TO 'BEST'



Moving from better to best requires clarity on what truly drives choice and willingness to pay more. What makes people want your brand to be a part of their lives? Brands need to be the 'best' on multiple levels.

Emotional connection matters, but only when backed by commercial excellence. We uncover both.

Emotional levers which shape how people feel about the brand, for example

- Connection with brand
- Brand trust
- Self-expression
- Status and prestige
- Sustainability, values and purpose alignment
- Nostalgia & familiarity
- Delight through experience

Commercial levers which influence how and whether people buy, for example

- Product quality & reliability
- Product innovation
- Price point & pricing strategies
- Availability & convenience
- Product range
- Communication effectiveness

WE HELP YOU GET TO 'BEST'

IDEAL is a philosophy. We work as your trusted partner to uncover deep emotional insight, ground it in rigorous evidence and speak to the audiences that truly matter.

INTEGRATED EMOTIONAL & RATIONAL INSIGHT

While emotional engagement is fundamental to commercial performance, it isn't enough; it must be backed up by commercial excellence. We explore both to create a complete, human view of decision-making.

EVIDENCE WITH RIGOUR

Becoming 'best' rather than merely 'better' demands confidence, not conviction alone. Our meticulous data quality and validation, gives you robust, trustworthy evidence to act upon.

LONG-TERM PARTNERSHIPS

We work as long-term strategic partners to embed insight into your business, helping you move from better to best and stay there.



DEEP EMOTIONAL UNDERSTANDING

We uncover the subconscious emotions and motivations that drive purchase decisions, using immersive methods to reveal what other research misses.



AUDIENCES THAT MATTER MOST

We know how to find high-value customers, identify those who are most profitable and how to engage them meaningfully to uncover what truly motivates them beyond what they say.



We integrate **qualitative** and **quantitative** research methodologies with **advanced analytics** and **AI** to deliver insight **globally**.

We work across sectors because that's how consumer think. Decisions aren't made within one category; choices are balanced across them. **We help you compete for attention and spend where it really matters.**

Our expertise spans **brand health**, **customer experience** and **innovation** research, helping you understand how people feel, choose and act at every stage of the journey.

You can find out more at: www.mm-eye.com



**WE'RE
SMALL
BUT
MIGHTY**

Whatever your business needs, we can help you elevate from **'better'** to **'best'**



WE'D LOVE TO TALK

Let's explore what
'best' means for you

info@mm-eye.com



85 GREAT PORTLAND STREET
LONDON
W1W 7LT

T +44 (0)203 084 9400

W mm-eye.com

