

Making hard-to-reach audiences researchable

Michael Brady's growth plans depended on understanding prestigious architects, heritage specialists and ultra-high-net-worth homeowners. These audiences are guarded, time-poor and expensive to recruit conventionally. SLG used a source-linked synthetic-audience platform to combine more than 100 external sources with the company's commercial knowledge and objectives, making deeper research viable within the available budget.

The modelling challenged the assumption that growth required the conventions of a high-end contractor brand. Across the audiences, calm problem-solving, reputation protection and care for unseen quality emerged as more valuable themes. SLG treated these findings as hypotheses, checking them against stakeholder insight, competitor analysis and sector knowledge before developing 'Unreasonably high standards of customer care'.

94%

Estimated research
cost saving versus
conventional
fieldwork

3

Difficult-to-recruit
audiences
investigated

18

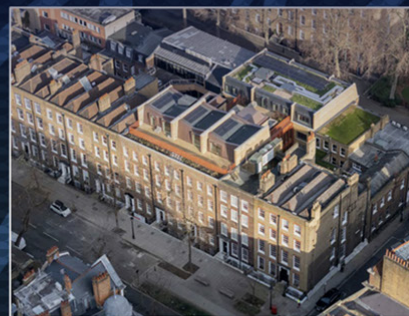
Initial synthetic
audience profiles
explored

1,000+

Data points within
each developed
audience profile



MICHAEL BRADY



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