

The image features a central logo for the word "FLUME". Each letter is contained within a vertical purple bar of varying height. The bars are arranged in a slightly staggered, wave-like pattern. The background is white with several vertical stripes of different shades of orange and yellow. The stripes are: a thin orange stripe on the far left; a wide orange stripe on the left; a wide yellow stripe in the center; a wide orange stripe on the right; and a thin orange stripe on the far right.

**F L U M E**

Welcome  
to Flume.

An independent  
research agency.

We make brands  
easier to think of,  
buy and use.

## Four Principles

We'd like to tell you about our  
**four founding principles.**

They're grounded in evidence.

Evidence about human behaviour and  
decision-making and about what makes  
brands successful.

And evidence from our own work with  
some of the UK's favourite brands.

# 1

## Easier not better

The thing you sell doesn't have to be the best at what it does to be chosen.

Nor does it need to be unique or different.

Rather, it has to be **easier to think of, to buy and to use** than other options at a given moment.

Nail that and you'll be chosen more often than not.

**We find out if your brand is easy to think of, buy and use and, if not, what you need to do about it.**

# 2

## Changing context changes everything

Goals drive our choices and context determines our goals.

If you are hungry and have only ten minutes for lunch, what might you pick? What if you had fifteen minutes? Or thirty?

What comes to mind first, what's available to you, how you rate and rank these options, what you are willing to spend – these can all change a little, or a lot. Because your goal has changed.

**Small shifts in context have a big impact on our choices.**

Category definitions and choice criteria aren't fixed, they are fluid.

Context matters.

**We identify the moments that matter for your brand and bring them to life, so you know where you need to win and how to do it.**

# 3

## People don't care about brands

Most people who buy a brand don't really care about it.

So why do they still buy it?

**Because what people *do* care about is achieving a goal.**

Brands have value when they provide an easier way of getting something done.

The job is not to make people love your brand. Or even to like it.

It's to be the easiest available solution to a goal.

It isn't that brands don't matter—but they matter because of what they *do*, not what they *mean*.

**We uncover the goals that matter most in your category and show how your brand can become the easiest solution to them.**

# 4

## The full mix matters

Maybe your comms are brilliant so your brand comes to mind easily at all the right moments.

But your brand's not available in the place they're buying.

Or it's in the right place, but it's missed because it's not immediately recognised. Or it's a bit too expensive. Or, last time they tried it, it didn't actually *quite* do all that it had promised.

**Every part of your marketing mix** must be designed around making your brand easier to choose.

**We don't have favourites. We're as proud to work on tactical tweaks to a pack or a new store placement as we are on brand strategy or the development of an innovative new product.**

Bringing it  
together:

# The Flow Framework

Marketing is *really* hard, but it shouldn't be *complicated*.

There could be a million different things standing in the way of your brand being easy to choose.

But we know from evidence and experience that some deserve more of a marketer's attention than others.

Our *Flow Framework* is a simple summary of these.

The things that make it easier to choose your brand will grow your flow, the things that make it harder will slow your flow.

A really simple way to help you to prioritise your marketing actions: grow your flow to grow your sales.

**Get in touch to find out more about how the Flow Framework can help.**

# Our way of working

The thinking behind our work *is* really important.

But this is a human business.  
A business of partnerships.

*How* we work with you is (at least) as important as *what* we do.

# Start at the end

We start every project by asking what success looks like.

How the work will be used, by which parts of the business and towards what business outcomes.

Because everything we do, from putting a team together to designing the methodology to creating outputs, is designed to deliver exactly those outcomes.

It isn't enough to have cool methodologies, it's not even enough to generate a lot of big, juicy insights.

**We want to be judged only on our ability to unlock growth for your business.**

# Obsess over the craft

Market research isn't terribly fashionable (it never really has been).

But more than ever, people seem to want to avoid saying they are a researcher.

Not us. We are researchers to the core.

**We love research.**

When to let a conversation flow or to interject, the exact wording of a question, the balance of a scale. These are craft skills carefully learned.

And they matter.

**Research is a craft, not a commodity, and we take care to treat it as such.**

# Act like all research is wrong

No piece of research, even when expertly designed and brilliantly executed, can capture the full complexity of the human animal.

Humans are weird. Full of biases and uncertainties.

Unable to predict what we will do or explain things we have already done.

We don't ignore this, instead we design, analyse and report with it in mind.

We take nothing at face value. We gather information through observation and reflection, measurement and analysis, primary and secondary.

**We look at the same thing in different ways. We deliver clarity without dogma. We invite challenges from other sources. We know our clients know (lots of) things we don't. We collaborate, we don't dictate.**

# Be honest friends

The test of a true friendship is honesty.

If there's something that's a bit uncomfortable that you may not want to hear, but it has the potential to grow your business – we won't hesitate to tell you.

Of course, this works both ways, and we hope you'll tell us if there's something we can do better as well.

**We'll tell it like it is, but we'll do it with good humour and kindness.**

# Useful, not unique

Brands don't need to be different.

Which is lucky for us, because we're not.

But they do need to be *useful*.

There's no magic bullet or secret key to unlocking brand growth.

The same evidence on what works is available to all of us.

Our ambition is to practise what we preach and find an *easier* way of applying it.

One that can be applied to the wide range of challenges that marketers face.

Useful, not unique.

**If it sounds like it might be useful to you, give us a call.**





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