

Ignite@Verve launched

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Proposition delivers supercharged strategy and innovation to help brands understand 'the future of...'



Global agency Verve, the experts in culture, communities and smart digital insight, has announced the launch of [ignite@Verve](#), a new offer that blends traditional research with innovative methodologies to 'supercharge insight' for strategy and innovation.

Ignite@Verve takes Verve's proven heritage in communities and smart digital research and combines it with a range of research specialisms and smart tools to meet the increasing demand for powerful, future-proofed consumer insight.

Comprised of strategists, semioticians, cultural analysts, behavioural scientists, anthropologists and UX analysts, the Ignite team is a group of expert practitioners whose aim is to deliver a deeper understanding of consumer behaviour in the context of changing culture.

The team utilise a set of smart tools, unique to Verve, which include: a sophisticated AI tool to analyse vast quantities of social data and de-code culture at scale; [The Ignite Collective](#), a global network of cultural and creative individuals who provide extreme perspectives; and the Ignite Values Framework, a universal cultural values framework harnessing nuanced perspectives on how people think, feel and behave.

EXPERTS IN-
BEHAVIOURAL SCIENCE
ANTHROPOLOGY
ADVANCED QUANT
SEMIOTICS
CULTURAL INSIGHTS
SOCIAL
INTELLIGENCE
UX

Kelly McKnight, executive director and head of Ignite comments: "Research needs to become more diverse in its thinking and holistic in its approach to support future and strategic decision-making for brands. We cannot look at behaviour in isolation; it needs to be contextualised within the prevailing culture and contrasted against outlier practices.

"Our team of skilled research specialists combine elements from a range of approaches, using AI, frameworks and unique perspectives to create future-proofed solutions for businesses. We're not interested in 'nuggets of insight' – we want to deliver the type of insight that is career-changing for our clients!"

Brands such as the John Lewis Partnership, Sony Pictures, Walgreens, H&M, BBC Studios, innocent and Samsung have already benefited from the unique thinking and dynamic approach that is now formalised as ignite@Verve.

Verve Founder and CEO, Andrew Cooper added: "In such changing times what brand doesn't want to answer big 'future of' type questions crucial to their business's future success? I love ignite@Verve as it is an holistic joined up approach that enables us help answer such questions and itself change the 'future of research!'"

" Verve relaunches as the artificial intelligence, human and cultural understanding business " 13 Mar 2024

" Verve promotes 17 globally, including Kim Howard to semiotics research director " 17 Jan 2024

" Verve promote Lydia Martin to research director " 27 Oct 2023

" Verve and Basis form a global strategic partnership to build CoLab - a radical approach to insight " 4 Oct 2023

" Sullivan joins Verve to roll out their 'Holy Sh*t' insights proposition in New York " 28 Sep 2023



VERVE

We are the Artificial Intelligence, Human and Cultural Understanding Business.

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