



blueyonder

Innovation in Insight

Finding your edge



We innovate to create insight that gives
your business a *genuine edge*.



...to give our clients the insights they can't get anywhere else.

We are detail and action orientated, so that you get the knowledge that your competitors don't have.



It's about...

Developing new methodologies to get you where you need to faster – better – more cost effectively

Creating new tech - new solutions - to make sure you get the answers you need

Helping you to create your own innovations: build the winning products of the future



It's about finding a way to win



1	BAH	S. MILLER	49.44
2	USA	A. FELIX	49.51
3	JAM	S. JACKSON	49.85



Insight is only as
valuable as its
ability to give
you an edge...
to make *the*
difference

"You find out that life is a game of inches. Because the margin for error is so small...

I mean, half a step too late or too early, you don't make it. One half second too slow or too fast and you don't quite catch it.

The inches we need are everywhere around us. There in every break of the game, every minute, every second"

Al Pacino, Any Given Sunday



It takes a certain
mindset to create
these wins, and push
business forwards

Entrepreneurship

Partnership

Positivity

Authenticity



The edge is why global leaders work with us

“It was a refrigerator insight. We opened the door and a light came on”

Stan Knoops – Head of Global Insight, IFF

“Blue Yonder didn’t just open the door, they blew it off its hinges”

Global Insight Director, Reckitt Benkiser

“Blue Yonder are our silver bullet; they took our category from decline to 6.3% growth in a single quarter”

Category Director, Unilever





How will we
find your
edge?



Sometimes we already know the way.
Sometimes we need a new way.
Either way, we'll find your edge.



We recruit entrepreneurs. Then we make sure they have the right tools and expertise to find the edge



Understanding people, products and moments in high definition detail

Sense:lab examines people's lives. In the lab, in homes, online. This team makes sure your product, pack, formulation and claims are firing. They create R&D pipelines and products that deliver - in detail.



Powering brand experiences that drive growth

Brand:lab looks at the bigger picture. Is the total brand experience connecting? Where should we focus to grow?



Ensuring you win at the moment of truth

The world's first shopper testing facility, now online and globally mobile. Shopper:lab™ dissects the decision moment, and makes sure it will go your way.



Consumer Innovation Centre: Incubating Insight Tech

We're in this for innovation, to push Insight forwards. The C.I.C is where we create and incubate game changing Insight Tech.



Insight without Impact is nothing. We use data science and content to make sure our work creates change



Data science and analytics
for insight

Oracle is a team of data scientists and analysts. Working with new or existing data, they'll use their full tool kit until they find your edge in the data.



Driving action by creating
content with real people in
real life

Video:lab is our in-house team of content producers. TV quality edits that bounce around our clients' senior management, creating impact and decisions as they go. Imagine if an insight agency started an ad agency...



We'll find your edge, wherever you are, or want to be...



Join some of the world's most committed innovators

