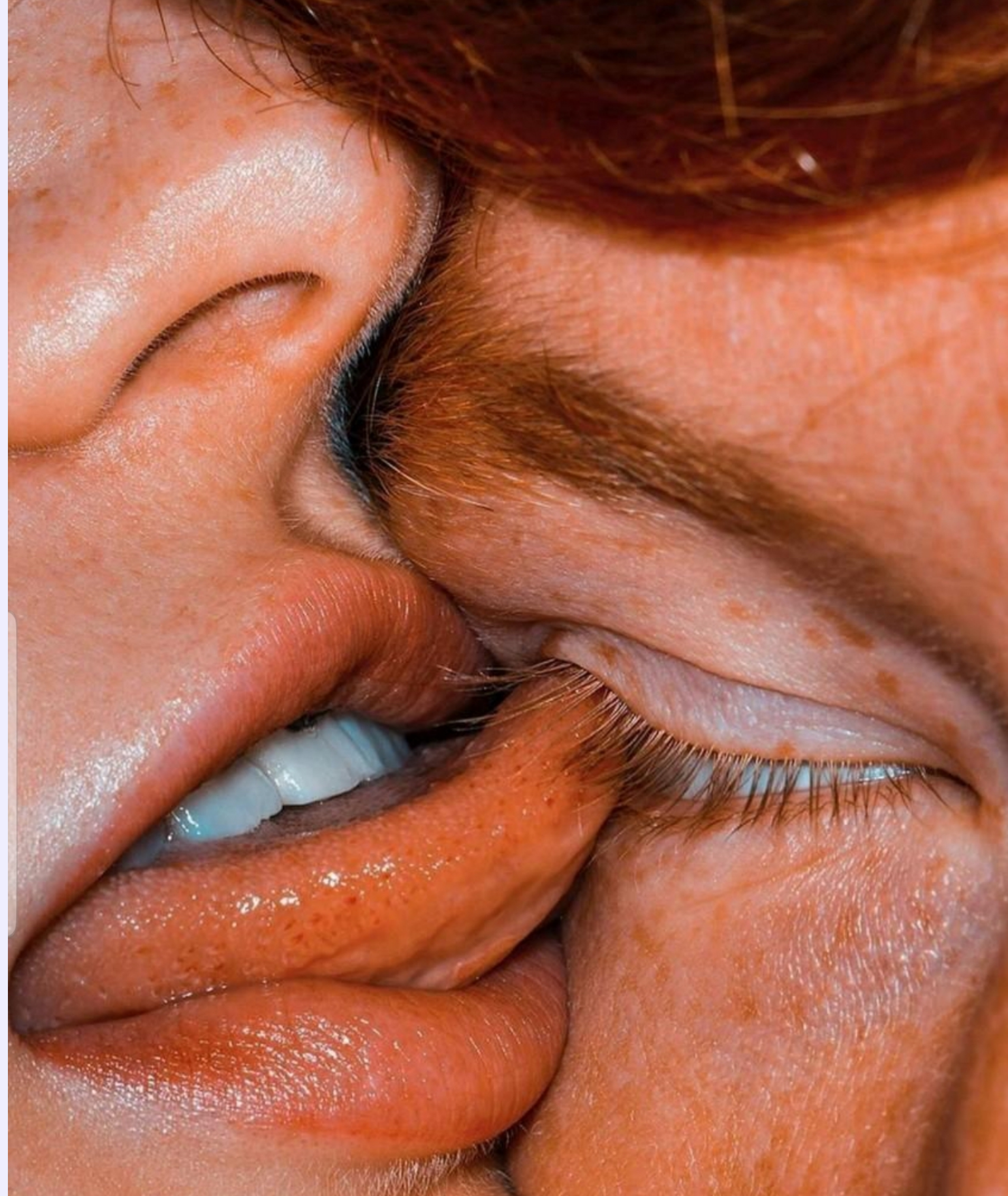




the akin

2021





We are the akin

The Akin (/ə'kɪn/) is a women-led consumer research and strategy studio based in London.

We were founded in 2017 to bring about futures that are intersectionally feminist, regenerative, and anti-racist.

To that end, we publish our own proprietary research about the Changemakers of the world – the people, businesses, and brands building that future.



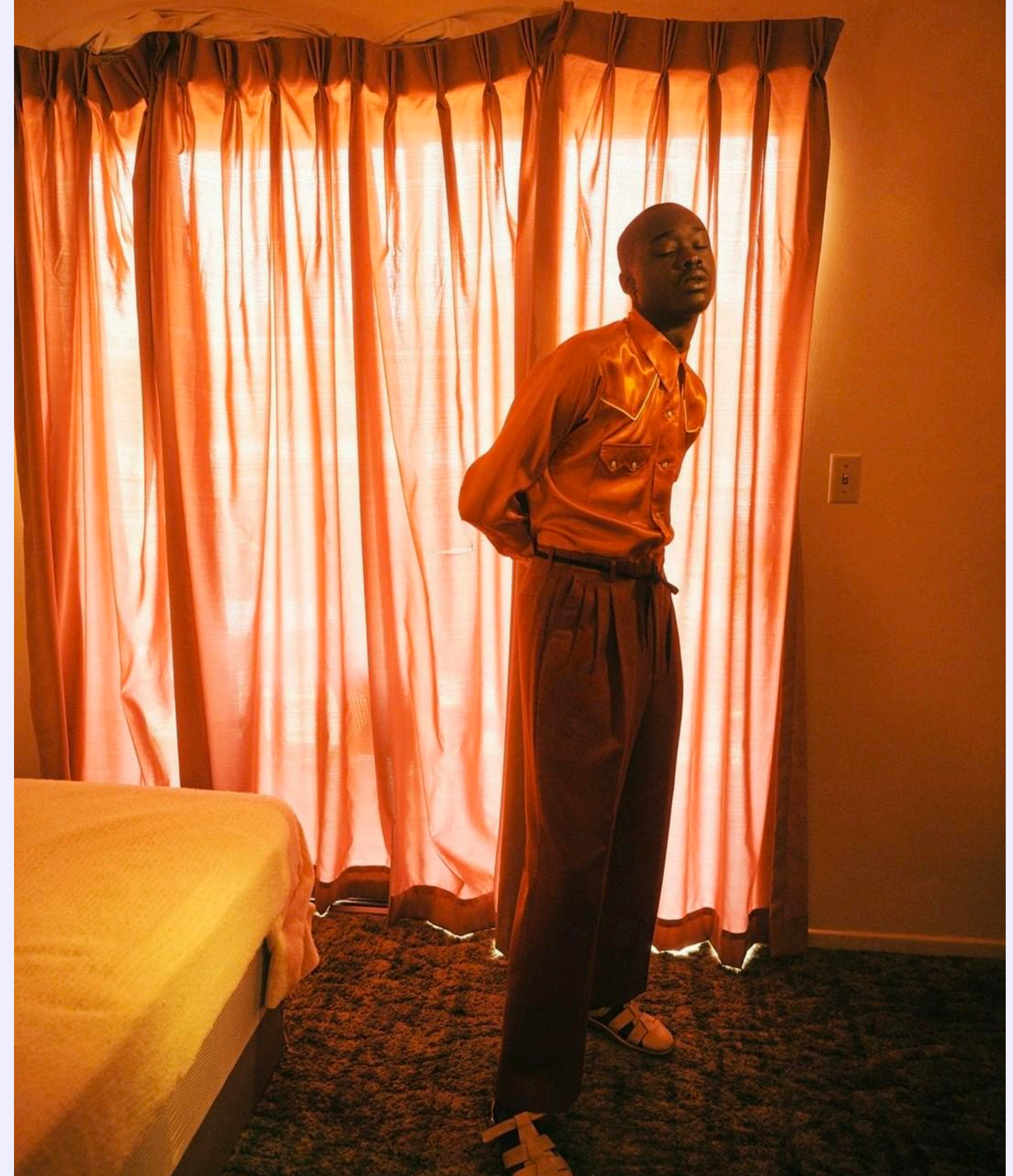
Our focus

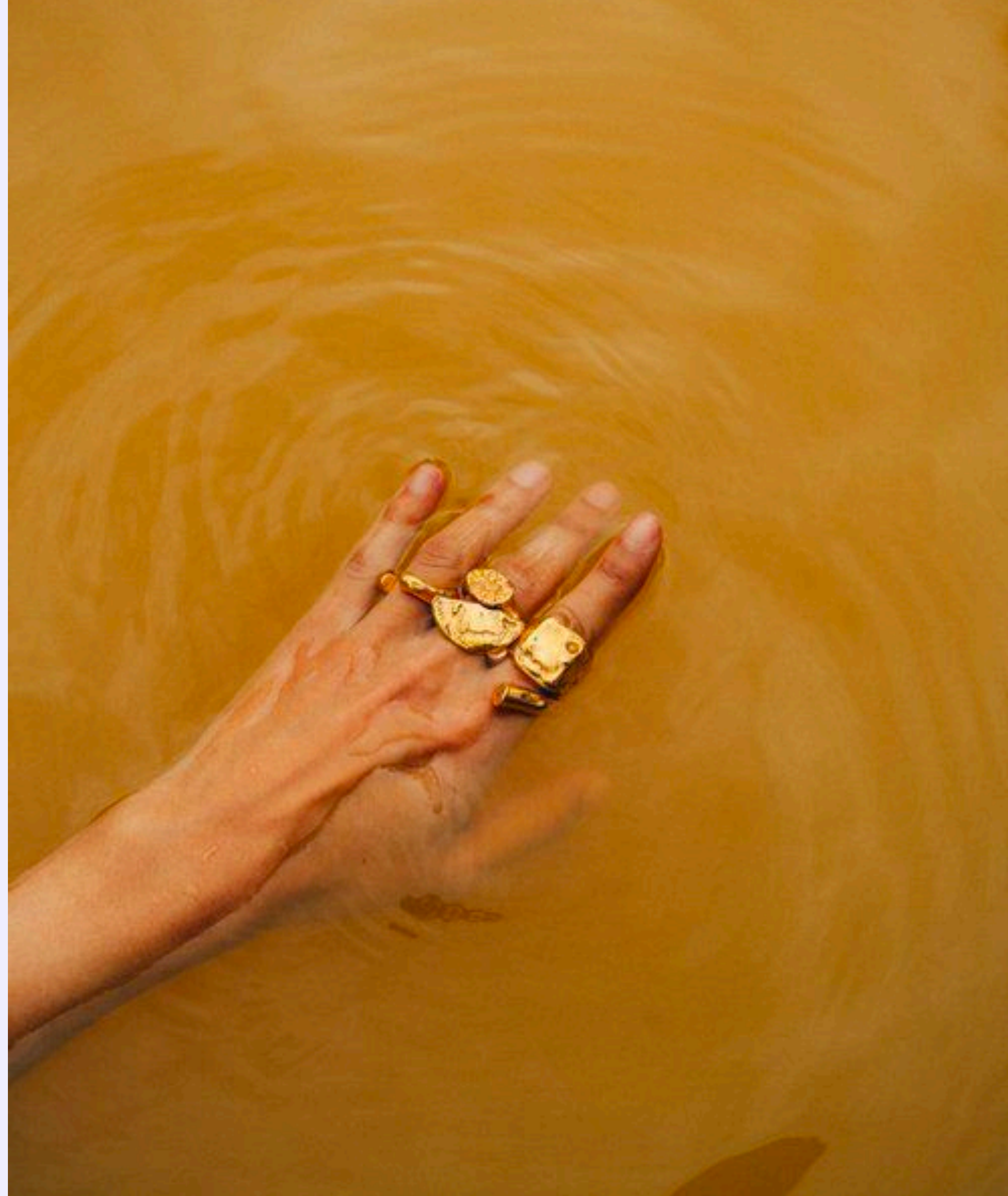
We recognise the role of business in our fight for change. We help purpose-led businesses examine and exploit their sphere of influence to meet business goals and their responsibilities as a powerful actor in our global society.

Our philosophy is to live in action, not just in hope. We're passionate about building the futures we want, so we're rigorous in developing future-proof strategies to get us there. Changemaking, changemakers – this is our verb and our people. If you aren't making change, you aren't an ally.

We use research and insights to drive action. Blind optimism is stasis. We live in action, so we develop action-oriented strategies so you can live in action too.

Read more about our [principles here](#).





Our services

The Akin helps decision makers make evidence-based decisions about important intangibles that make their business – well, their business.

Strategy //

A good* strategy is data-informed and society-centred. Our strategies data-rich, culturally competent, and brought to life using the words, images, and voices of the people involved in our research.

Research & Insights //

No brief is the same, so neither is our methodology. From friendship interviews to ethnographic deep dives, we deploy different types of qualitative research and quantitative research to unearth the insights needed to develop our strategies above.

Workshops & Offsites //

We help bring to life cultural insights for you and your team. Whether it's a half-day workshop or 3-day offsite, we curate memorable occasions with Changemakers from around the world shaping your industry.



Strategy

✦ **brand strategy**

A brand strategy defines what the brand stands for, its personality, and how it will display its personality to consumers. The plan helps employees stay "on-brand" as they asynchronously prioritise and align their work towards this single purpose.

✦ **innovation strategy**

An innovation strategy is a plan to improve market share, performance or perceptions through product and service innovation. An innovation strategy can include incremental or disruptive changes to products, processes, business models, and roadmaps. Innovation strategies should be informed by the brand strategy, brand architecture, and audiences.

✦ **communication strategy**

A communication strategy is a plan to achieve a business's goals – like increased brand awareness or new user acquisition – through internal and/or external communication tactics. A communication strategy should be informed by the brand strategy, business strategy, and audience typologies.

✦ **expansion strategy**

An expansion strategy is a plan to take a brand or business into new territories or categories – like from the US to EMEA. An expansion strategy should be informed by market nuances unearthed by consumer and cultural insights.



Research & Insight

✦ **consumer insights**

Consumer insights aka human truths help us understand how the world, an industry, or community is changing on a micro-level. We use researchers from the communities we're researching to deep dive into how people are feeling about the world around them and why. These consumer insights help us map what these consumers might want and need next.

✦ **cultural insights**

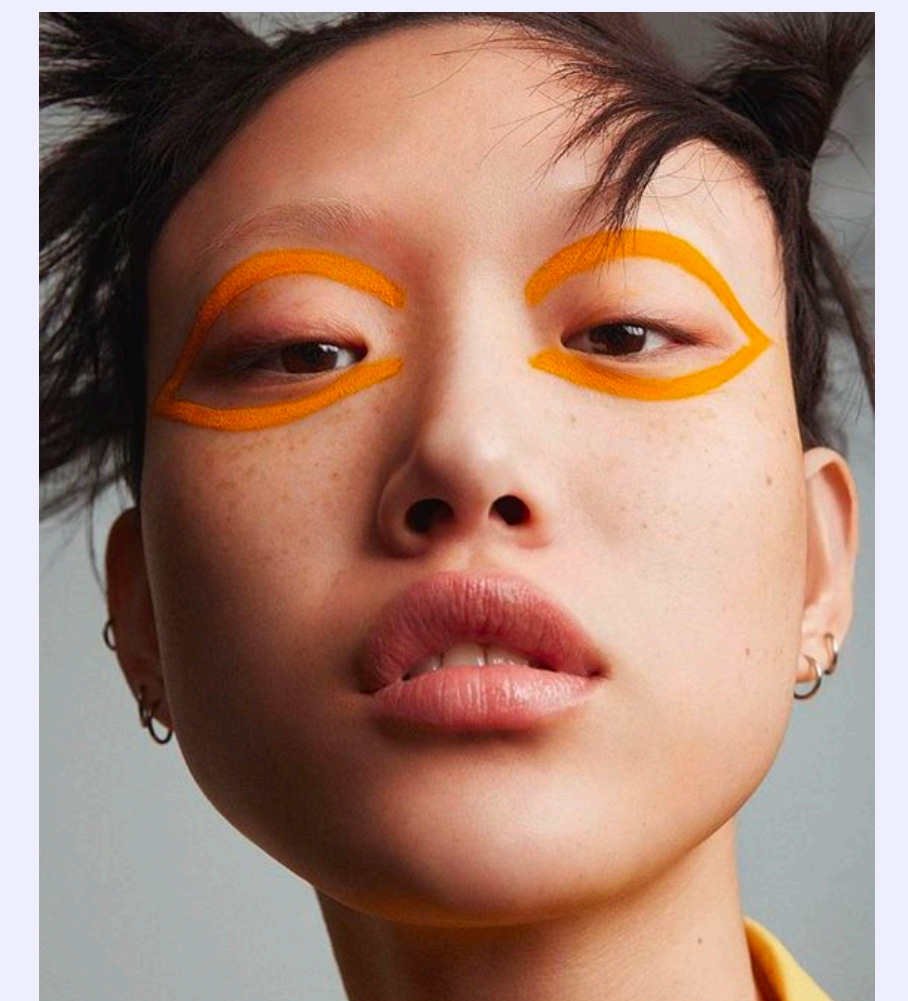
Cultural insights help us understand the world, an industry or a community on a macro-level. We use subject-expert researchers to help us contextualise what changes have happened, what changes will come, and why. Cultural insights provide clarity to complex systems and help us identify and frame business opportunities.

✦ **audience typologies**

Audience typologies are similar to audience personas – except for one critical difference. Unlike a persona, a typology includes data-backed insights to help you understand how much (%) of your addressable audience is each audience type.

✦ **futures**

Futures aka trends are plotted through cultural anthropology, exploring current realities and people creating change. We zoom in and out to get cross-industry, cross-demographic, and cross-market perspectives. These uncover value shifts and/ or emerging needs at macro-and micro-levels in society. We translate these value shifts and emerging needs into futures frameworks that businesses can use to inform their strategy execution.



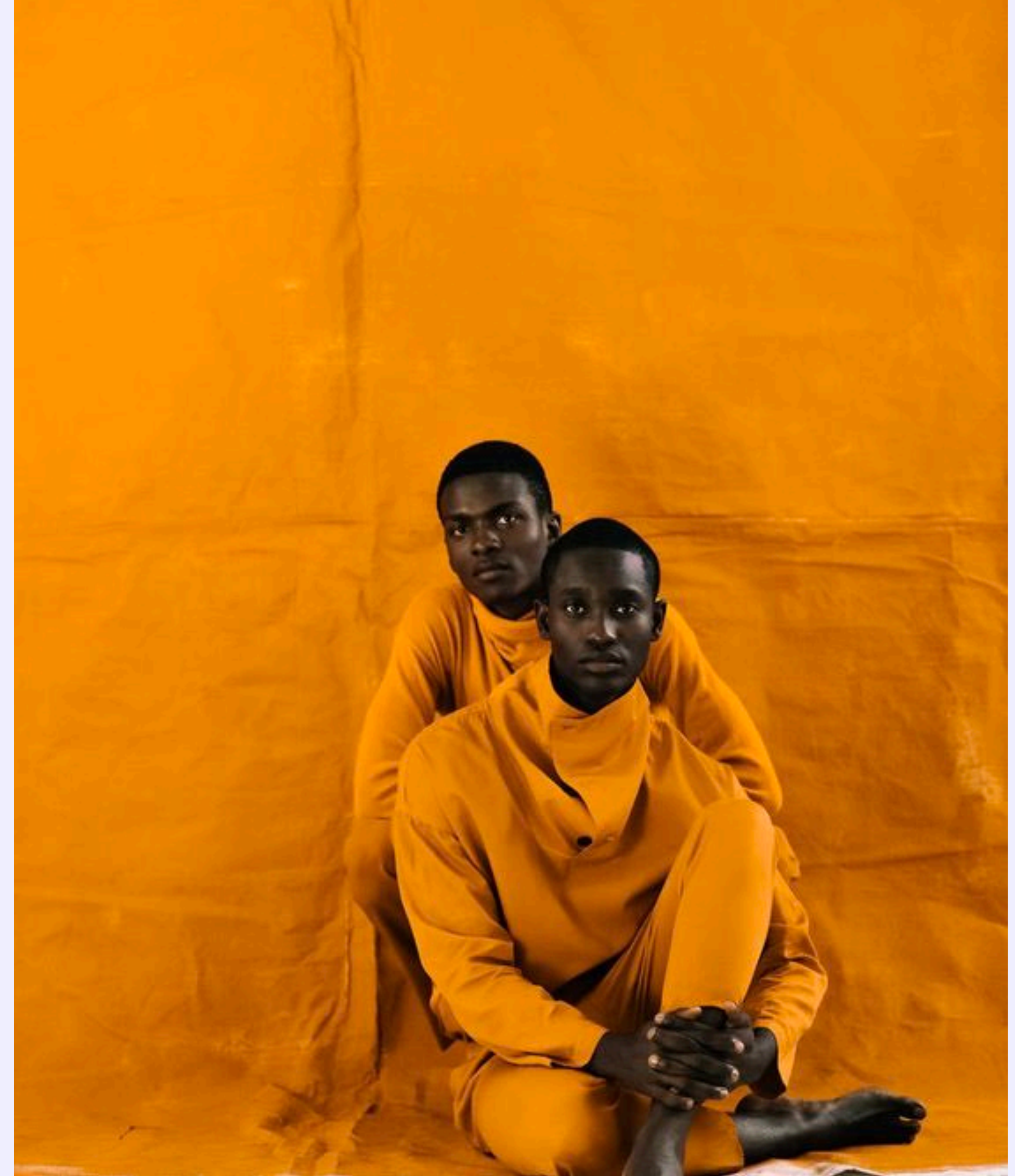


Our clients

We work with people who are as passionate about unfucking the world as we are. Our clients include multinational brands like Google, and Sonos as well as owner-operated specialist brands like Meatless Farms and Il Pellicano Hotels.

Although they are different in industry, scale and offerings they all share two common traits:

- ✦ They recognise their power and influence to bring about better futures; and
- ✦ They understand that in an ever-changing world, no futures are certain, so they prioritise deep and regular interrogation of consumer and cultural insights.





Our reports

The Akin produce global reports validated by data from 2000 changemakers. We highlight progressive case studies that show how these trends are developing and will continue to play out. In understanding these shifts, brands and organisations can adapt and future-proof their product development, marketing and communications.

✦ **Annual Changemakers Reports**

This annual global report highlights the most important attitudes and behaviours of changemakers and ives perspective on the macro trends and shifts effecting industries, brands and customers.

✦ **Cultural reports - The Generation Report 2020**

The report documented popular stereotypes about each generation and deployed qualitative and quantitative research to validate the shared values and differences.

See more of [our work here.](#)



Let's unfuck the world

We're in business to bring about futures that are intersectionally feminist, regenerative, and anti-racist.

Our mission is to create data-informed, people/planet-centered strategies that are **actionable**, **radically honest**, and **anti-fragile**.



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