



The Meaning Management Company

CoSight is an international marketing consultancy based in Paris, France. We are specialists in leading-edge trends, dynamic brand management, customer-centric solutions, and development of strategic innovation platforms.

We work with our clients to help them understand, create and develop the unique meaning of their business. We inspire companies to develop products and services that make sense to their customers.



As experts on societal change,

CoSight offers cutting-edge customer insights that help corporations capture customers' aspirations and come up with products and services that meet those future needs.

We act as facilitators and catalysts in an innovation process that allows our clients to rethink their current practices and draw up future plans for their lines of business.

Our cross-cultural, multi-disciplinary team provide clients with a global perspective, incisive conclusions and directions to guide strategic decision-making.



Brand Builder

Brand building is an in-depth process designed to bring together corporate brand strategy, employee commitment to the brand, and insight into your customers' expectations.

Your benefits

Identifying your company's preferences and using them to build brand commitment and spirit.

Making the internal and the external view of your brand fit together.

Bringing your brand managers closer to customers.

Creating coherence between all the different facets of your brand and helping communication deliver a unique brand to customers.



CoSight works with your team to define corporate intent, the brand strategy, its values and image.



Brand Building means getting everyone on board

Part of the process is tapping into managers' creativity and insider know-how. Another component is our semiotic expertise to let you know what messages your brand communicates.

We involve employees in translating the corporate strategy into action.

We detect consumers' apparent or latent needs.



Brand Shake & Shape™

Your corporation needs to keep its brand in sync with the times. That's why your brand requires constant appraisal.

Your benefits

We help brand managers revitalize their brand's offer, appeal, and image.

Our Brand Shake and Shape service provides them with coherent and targeted directions.

We put you back in touch with your customers' dreams and expectations.

“ Together we redefine your brand's positioning, potential, and objectives. **A brand needs the occasional overhaul** ”

Our semiotic experts go over your product packaging and commercials

to make sure your communication is coherent with your brand image.

In-depth consumer groups give insight into consumers' latent needs, unconscious aspirations, and expectations.





Cutting Edges Detector™

Your corporation needs to know not only what customers are thinking now, but what they will be thinking tomorrow. For innovation purposes you need to zoom in on the people at the cutting edge where new trends emerge.

Your benefits

With the Cutting Edges Detector CoSight delivers insights into the lifestyle, values, and expectations of trendsetters, into their behavior, attitudes, and what is on the horizon in the areas of Information & Communication Technologies, Personal Care & Health, Food & Drink, and Design.

We translate these trends into business opportunities and innovation strategies for your company.

The Cutting Edges Detector is a unique combination of research among early adopters:

“When you’re at the Cutting Edge, you’ve already stepped into the future”

we use an Internet panel worldwide and face-to-face, in-depth interviews with respondents in Europe (Berlin, London, Milan, Paris), North America (New York, LA), Asia (Shanghai, Tokyo).

We recruit participants from the 15% of the population already living future trends now.





Innovation Booster™

CoSight has designed the CED Booster specifically for organizations who need to make innovation part of their corporate culture.

Your benefits

This multi-layer process allows your corporation to increase its innovative edge, to continuously re-invent itself and renew its offers.

We integrate the Customer Insights from our worldwide Cutting Edges Detector program to stimulate innovative thinking and trigger the change process. The Cutting Edges Detector is the Booster backbone.



This tailor-made service includes

workshops where:

– we promote creative and forward-looking thinking as integral part of daily activities within the company,

“ Let’s make innovation part of everyone’s daily mindset ”

– we sharpen and enhance brand concept development through the creation of a pool of innovation concepts,

– we help construct and nurture a mindset that thinks beyond current business expectations and searches for new business opportunities.

Cutting Edges Concept Shaper™

The Cutting Edges Concept Shaper is a service that steps in at the early stage of product development. It aims at identifying the best solutions for your future products, services, and their design at the most crucial point: the concept creation phase. For this, we take the point of view of Cutting Edgers, the early adopters of innovative products and services

Your benefits

Knowing what Cutting Edgers think about a product/service and whether its design is relevant and attractive. Fine-tuning and shaping your concepts, recommending optimized paths.

Together with you, we create scenarios and prototypes, select material, colors, and shapes for subsequent concept appraisals.



Product concepts need Cutting Edge inspiration

We then interview our Cutting Edgers, the 15% on the leading edge today, to find out what they expect from new products and services.



Customer Profile Mapping

The Consumer Profile Mapping is a high-level observation service that links advanced quantitative analysis to strategic consultancy. Tailor-made to suit your very needs, it is an instrument that over time becomes your monitoring system.

Your benefits

Filling the gap between an overload of customer-related data and an underdeveloped dynamic view of customers and markets.

Focusing on customer-driven market activities locally and globally.

Revealing market opportunities for unmet customer needs to allow better targeting, and focused brand positioning.



With you we define the framework, the instruments and the expected results.

We develop the questionnaire, the

sampling, and prepare the fieldwork.

“

Putting your customer on the map is not enough – you need to read the map to know where to go”

We process your survey data through

leading-edge analysis, applying our

statistical, sociological and market

expertise. We then construct the glo-

cal market segmentation on the basis

of market & socio-cultural dimensions.

We translate results into strategic

recommendations for your business.

Semioclicks™

Corporations with a web presence have to develop a strategy based on the consumers' web mentality – consumer behavior and expectations are different to those on the high street.

Your benefits

Creating an appealing, meaningful website to fit this new click mentality.

Gaining insight into the logics of the Internet and the functions of a website.

Setting up the interactivity and the tone you and your visitors are looking for.

Linking your virtual brand to your real brand.

With you we work on your web strategy and define your objectives.

“ A website is more than a quick click, it's a meaningful place to return to ”

With Semiotics we analyze your homepage/site and check whether the message you are sending out to your visitors via the text, colors, shapes, images corresponds to what you want to say and what your customers want to know.





Socratic Interviews

Used for Brand Building or Change Management to discover the motivational forces inside your company, your employees' views, their resistance or openness to a new corporate strategy.

Scenario Building

Used to enlarge your company's vision by incorporating possible relevant futures for business lines, brands, services, etc.

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From our wide range of techniques

we select the appropriate ones

to find answers to your questions.”





Consumer Insight Techniques

These techniques aim at revealing the consumer's latent expectations, desires and visions:

- In-depth Interviews
- Creative Focus Groups
- Dialogue groups between consumers and service providers
- Lifestyle Screening

Advanced Quantitative Data Analysis

We have developed a range of advanced techniques over the years:

- Glo-cal Segmentation, customer targeting
- Trend Monitoring (market & societal trends)
- Market Gap Analysis
- Brand Identity Building
- Competitive Brand Mapping



From our wide range of techniques

we select the appropriate ones

to find answers to your questions. ”



Semiotics

With Semiotics we analyze the key messages of your brand/services. Its various elements include communication, advertising, packaging, or a website. We look at photos, textures, colors, shapes, language and sound.

The semiotic triangle shows how the communication system works.



Product Narratives

By telling a story about your product, we help customers or your sales personnel create an intuitive link to your future product/service.



“
From our wide range of techniques
we select the appropriate ones
to find answers to your questions.”



We focus on the customer

As customers today are increasingly knowledgeable in selecting their products/services, we bring the outside view — the customer— to the inside, the corporation.

We bring the future into today's strategies

By detecting and translating not only what customers are thinking now, but what they will be thinking tomorrow, we help shape future markets.

We tell companies about the *why*, not just the *how*

As we link the corporate philosophy —the why— to business procedures —the how— we create meaning for products and services.

We put the brand into context

We provide a better understanding of its strengths and weaknesses by taking a holistic view and placing the brand in its environment: its competitors, customer attitudes, current business expectations.



The Team

CoSight was founded by Dr. Christine Woesler de Panafieu in the year 2000. Dr. Woesler de Panafieu specialises in strategic marketing, innovation strategies, with an emphasis on societal change. Prior to Cosight, Dr. Woesler de Panafieu was Managing Director of Socioconsult and Member of the Board of Sociovision. Before that she was CEO of RISC France.

For years, she held tenured positions at different German universities where she taught Social Sciences. She frequently publishes books and articles.

The CoSight team includes consultants and experts from Europe and North America. CoSight also works closely with research companies throughout the world, chosen specifically for their global reach, and their expertise. We regularly call on semioticians, statisticians, designers, art historians, psychologists, and IT specialists.



Our Partners

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