

Who We Are

ESL Insights, LLC. is a global marketing intelligence company that delivers its clients powerful insights for marketing, communications and business strategies with measurable results.

As experienced marketing research professionals and strategists, we dive in, do the work and get it done on strategy, on budget, and on time. We do it once and do it right; and we own the entire research process.

We use the most innovative and appropriate qualitative and quantitative tools and techniques for the issues being explored in the research (e.g., heat mapping for digital messaging and customer experience pathways, social media monitoring) to determine the existence, extent and quality of brand conversations, and text analytics to dig deep and find gaps, overlaps and key behavioral drivers in decision making).

We work hand-in-hand with our clients from project inception to delivery of the final report with implications and client presentation.



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ESL Insights, LLC.

- Advertising
- Customer Attrition & Loyalty
- Financial Services*
- Healthcare
- Media & Technology
- Consumer Goods
- Insurance
- Performing Arts

* Millennials, Women Investors, Affluent Investors, Financial Advisors

*Qualitative and Quantitative Custom Research for
B2B and B2C Globally*

*Cutting Edge Techniques for Reaching Different
Consumer Segments and Targets*

*Brand Personality, Archetypes, Ideation, Creative
Trend Sessions*

Concept Evaluation and Communications Testing

*Segmentation for Relevant Mindset and Persona
Creation*

*Customer Journey and Value Stream Diagnostics,
Mapping and Strategy*

Social Media Monitoring

Web Strategy and e-Commerce

End-to-end Process Visualization and Mapping

Intelligent Reporting with Actionable Insights

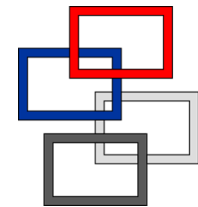
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*Providing innovative marketing
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as companies redefine themselves
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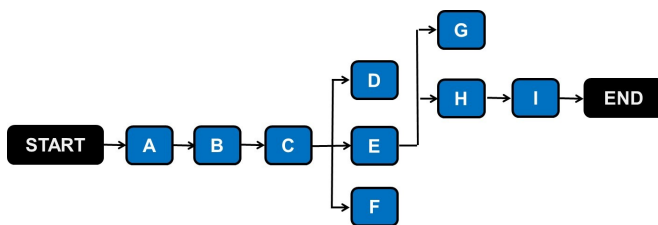
Selected Case Studies

The Audience Experience Does Not End with the Final Curtain...

A nationally-renowned performing arts organization was seeking to expand its audience through offering free dress rehearsal tickets...however this was not resulting in conversions to ticket sales.

A strategic research program with attendees uncovered that the performance experience does not end with the final curtain, but continues long afterwards as audience members relive the experience through online music and videos.

Journey mapping was used to identify end-to-end audience touch points and expectations and actions for each touch point that would enhance the overall audience experience and especially help those new to ballet feel part of the extended ballet community. This resulted in attracting many new audience members in addition to being very much appreciated by long-term ballet patrons.



Generating Greater “Share of Wallet” Among Affluent Women Investors...

A major financial services firm identified that women were underrepresented among its client base of affluent investors ((\$500K+ Net Investable Assets), both in terms of share of wallet from existing women clients and also in new client acquisition.

Research with high net worth women and the clients’ FAs uncovered that:

- Investing is serious business to affluent women investors, for themselves and for their family
- New widows want to work with FAs who can help them become secure in their investing and confident about the future
- Communications needs to portray affluent women *as how they see themselves*: knowledgeable, determined to succeed and confident

Armed with this knowledge, our client revised its communications to depict the lifestyle and needs of affluent women investors at different life stages while training its FAs in their very special needs. This resulted in both a larger client base fueled by new investors as well as increased business from its existing client base.

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Exploring the Unconscious to Create Branding That Speaks to Deep Human Needs...

A major Property and Casualty insurance company needed to positively and meaningfully differentiate itself from its competitors in order to gain significant share of wallet.

The foundation for the qualitative portion of this research was Hylstan Archetype Methodology® which explores underlying consumer needs and motivators.

The research uncovered that people feel helpless and want to “feel protected in facing the storm” when a Property and Casualty incident occurs in their lives and rely on their Agents as their protectors.

Findings from this research directly drove the creation of a new iconic brand logo that still stands today despite multiple acquisitions of our client company.

