

MANIFESTO

PRINCIPLED RESEARCH





INTRODUCTION

We are a network of likeminded researchers, strategists and consultants who can bring together a wealth of experience to deliver powerful insights about your customers.

We thought long and hard about a name for our agency - something that would reflect our ethos and our way of working. Outlining our beliefs and principles in some sort of manifesto seemed an obvious way forward – and a good name for our agency.

We could have written a lot of self important stuff to fill this book, but why go to the trouble when more eloquent and well respected figures have done it better?

If the quotes within these pages strike a chord, we'd like to speak to you about how we can work together.



RESEARCH

“Research serves to make building stones out of stumbling blocks.”

ARTHUR D. LITTLE

“If politics is the art of the possible, research is surely the art of the soluble.”

SIR PETER MEDAWAR

“The trouble with research is that it tells you what people were thinking about yesterday, not tomorrow. It’s like driving a car using a rearview mirror.”

BERNARD LOOMIS



KNOW YOUR CUSTOMERS

“Know the customer well enough to develop products that sell themselves.”

PETER DRUCKER

“Very few of us, myself included, know the customer. All of us believe that the product and the service we produce is important, but 99.9% of your customers couldn't care less about your product or service.”

PETER DRUCKER



LEARN, UNDERSTAND

“Learning is the only source of sustainable competitive advantage.”

MARSHALL GOLDSMITH

“Senior managers typically hire market research to quantify the size of opportunities rather than to understand the customer.”

CLAYTON CHRISTENSEN



IT'S NOT OBVIOUS

“What is ‘value’ for customers is anything but obvious.”

PETER DRUCKER

“Our personal consumer choices have ecological, social, and spiritual consequences. It is time to re-examine some of our deeply held notions that underlie our lifestyles.”

DAVID SUZUKI



CUSTOMERS, NOT CONSUMERS

“Consumers are statistics.
Customers are people.”

STANLEY MARCUS

“Few employees know firsthand
what is happening to customers.”

GEORGE STALK



MORE ABOUT US

Manifesto Research is part of an international partnership that includes UK-based Manifesto Creative – a co-operative of designers, art directors and writers who work with us across timezones to deliver whatever a project demands. People in the Manifesto partnership believe passionately in producing hard working research and creative that can only be realised through a strong relationship between client and agency.

Heading up Manifesto Research is Peter Thomas. Peter has worked with public and private sector clients in customer research and strategy for 20 years. Peter was previously CTO of the e-commerce arm of a FTSE 250 company and has developed multimillion dollar research centres and institutes in the UK and Australia. Amongst Peter's clients are Sensis, MYOB, The Financial Times, HP, BT, Serco Plc and AXA.



If you share our principles and
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