



ANTHROPOLOGY
ACTIONABLE CONTEXT RESEARCH WORKSHOP
EXPLORATION MARKET GOODWILL STRATEGY
TRADITIONAL FILMING
SOCIOLOGY DESIGN BASED EUROPE DIGITAL FUTURE BOLD CREATIVITY
MARKETING TEAM PAST
THINKING CULTURE TOGETHER INTERNATIONAL
DESIGN WORK BELONGING PRESENT
COMMUNICATION SOCIAL VISUAL INSIGHTS PROJECT DISCOVERY PEOPLE SCIENCES
PROTOTYPE DECODING ETHNOGRAPHY
UNDERSTANDING
RECOMMENDATIONS
GO-CREATION
ANALYSIS PROJECT
CROSS-CULTURAL
FUTURE
UX
OF EMEA
PHOTOGRAPHY

Meet the Talent

Based in Europe and UK



Pelin Aydin

Sociologist &
Consultant

**Founder &
CEO**



**Bérénice
Perrou**

Anthropologist



Eric Orlovs

Sociocultural
Anthropologist



Taran Glasson

Researcher



Mara Tribull

Market & UX
Researcher



**Ayça
Kabaoglu**

Quantitative
Research
Director



Gökçe Yüksel

Product
Service
System
Engineer & UX
Researcher



**Yıldız Nehir
Gelikçi**

Project
Manager



Pelin Aydın

Founder & CEO

Sociologist & Ethnographer

Based in İstanbul & İzmir, Turkey

Sociologist by education and holding a certificate in Marketing, Pelin has 14 years of experience in both traditional and digital research settings with research agencies, start-ups, and global brands from 15 countries including USA, UK, Canada, Germany, Switzerland, France, Denmark, Finland, Turkey, South Africa, Australia, Singapore, Brazil, and U.A.E.

From market, marketing research to UX, she is able to cover a wide range of research areas with great motivation as she loves to learn and make meaningful contributions to all stakeholders involved in the research process.

Pelin speaks French, English, and Turkish fluently as she studied, worked and extensively travelled in France, Turkey, UK, and US.

She is leading 365 Consultancy's project-based teams generally including research specialists and subject matter experts to dig deep into the market in question.



Bérénice Perroud

Anthropologist

Based in Paris, France

Bérénice is a socio-anthropologist with a strong experience in helping brands/companies in a variety of sectors linked to consumption to better understand their customers through their representations, practices and expectations.

She dedicates herself to the application of social sciences through the integration of ethnographic methodology in order to rethink innovation projects as closely as possible to society and the individuals it may concern.

Mara Tribul

Market and UX Researcher

Based in Düsseldorf, Germany



Mara is a seasoned market and UX researcher with a diverse expertise spanning both B2B and B2C realms.

Since 2014 Mara has moderated nearly a thousand interviews, focus groups, workshops, and user tests, utilizing an array of methodologies. Over the years she has ventured into various industries, such as automotive, IT, FMCG, social media, and healthcare.

Her empathetic yet analytical personality creates a professional atmosphere to uncover insights in online or face-to-face settings, in test labs, product clinics or in consumers' homes. Her research experience equip Mara to advise in study design, method selection, interpretation and reporting of results.

She holds a B.Sc. in Cognitive Science and an MPhil in Computer Science to complement her practical skills.

She speaks German, Spanish, and English.



Taran Glasson

Multiple Degrees in Law, Business and Social Sciences

London, UK

Taran is a freelance researcher since 2021, completing 30+ projects for 20+ clients, and contracted for 800+ research hours.

He approaches research from a wide-ranging, multidisciplinary perspective given that: he volunteers for four organizations alongside his research work - 30+ hrs per week focusing on 1) access to education & social mobility, 2) cancer research, 3) policy-making, and 4) tackling climate change.

He has three degrees in law, business, and the social sciences - an MBA, a postgraduate law degree, and BA Geography from the University of Cambridge.

He has acquired quantitative data handling skills by self-teaching programming via Harvard's CS50 course & Udemy's Complete Data Science Bootcamp.

Eric J W Orlovski

Anthropologist

Currently based in Singapore for a mission, originally from London, UK



Eric is a social anthropologist and doctoral candidate researching emerging technologies.

He has been working in market research and cultural consulting since 2018, alongside his academic research interests, and brings a wide array of research skills to the table, from digital research to traditional ethnography.

Ayca Kabaoglu

Quantitative Research Director

İstanbul, Turkey



Ayca is a seasoned strategic thinker with an analytic and creative mindset. She is leading 365 Consultancy's quantitative research department from inception to end.

Ayca's manifesto

1. Consumer is king but cannot provide answers to all your marketing questions if you just "ask them"
2. Research requires a HOLISTIC approach and should make use of a variety of tools and techniques (both implicit and explicit) in order to understand the heart of the marketing issue
3. Not ALL research data is reliable – no matter who have collected it; therefore should be handled and filtered with absolute care and before making key marketing decisions
4. A windsurfer knows how the wind will blow ahead just by looking at the surface of the sea a few meters away. Sometimes, instead of going deeper into "the consumer mind", a SURFACE LEVEL CONTEXTUAL analysis could provide more insight – in a quicker and less costly way
5. Digitalization and social media have made crucial changes upon the way the consumer behave and interact with brands; researchers should adapt to this reality. One cannot reveal true insight into the "new consumer" via traditional methods

Gökçe Yüksel

Product Service System Designer & UX Researcher

Istanbul, Turkey



As a professional service designer, Gökçe leverages "Design Thinking" methodology to create exceptional, human-centered design projects.

Her focus is on delivering holistic solutions that allow all stakeholders to engage with products, services, and systems seamlessly and intuitively.

She has been conducting "Design Thinking" methodology for more than 10 years. She has a deep expertise on research methodologies, trend analyses, problem definition, collaboration projects, workshop facilitation, prototyping, testing, process optimization, customer journey and service blueprint creation and C level presentation. She speaks English, Italian and Turkish."



Yıldız Nehir Gelikçi

Project Manager

Based in İzmir, Turkey






























Fashion Designer by education and holding a certificate in UX Design, Yıldız is the owner of a sustainable fashion brand that she manages in Turkey.

As a multidisciplinary and curious person, she stepped in market research 3 years ago as a project manager and research specialist within 365 Consultancy.

As the project manager, she manages all things related to the field; oversees project based consultants, brief and follow-up with the field research agencies and ensures that the project is on schedule and on budget.

She is also in charge of translations from English-French to Turkish and vice versa.

We worked with 31 brands in 14 years

Services

Europe and UK

- ★ Customer and Market Understanding
- ★ New Product Development Research
- ★ Brand and Advertising Research
- ★ Insight activation

Methodologies

Europe and UK



Visual Anthropology

Ethnographic Filming
Photography



Design Thinking



UX Research & Design



Ethnographic Research

Digital & Traditional
Ethnography



Strategic and Creative Workshops



Quantitative Research



AI Supported Research



Qualitative Research

In-depth interviews
Focus Groups



Desk Research



International Cross-Cultural Studies



Co-creation Sessions

About Us

We are an adhocratic organization



From the moment we embarked on our professional journey, our dedication has been to provide exemplary research services to top tier brands across the globe. We accomplish this through our scientific methodologies blended with innovation, a focus on people, and an underlying spirit of goodwill.

Throughout our professional path, as remote project based consultants engaged in numerous activities, we embody change and adaptability. Concentrating on numerous unique challenges and collaborating with diverse management systems enhances our proficiency.

Still, we discovered one another and combined our capabilities to find unity within the scope of 365 Consultancy where we bring clarity to a world that seems to be breaking down.

Naturally independent, we hold powerful traits such as leadership abilities, as service communication style, deep intelligence, and an intense desire to understand others.



Contact Us

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