



THE  
LEADING  
EDGE

Insight, Strategy  
& Innovation that  
unlocks hidden  
potential for brands

THELEADINGEDGE.COM

## We partner with clients to unleash their hidden potential and give them an edge

At The Leading Edge, we push the boundaries of insight, bringing creativity and rigour together to pinpoint sources of potential growth. Working together we craft strategy and ideas that are inspiring, commercial and achievable.

### What we do

#### **DATA SYNTHESIS AND TRENDS ANALYSIS**

Evaluating and synthesising different existing data sources, historic research and reports to fast-track intelligence gathering. Finding and crystallising consumer, category and societal trends that give context and direction.

#### **CREATIVE DELIVERY**

Memorable deliverables that become valued artefacts and that act as a playbook as clients move toward execution.

#### **FULL SERVICE RESEARCH**

Designing, executing and interpreting consumer research assignments; domestic vs global, mixed vs single methodology or digital vs analogue that give the deepest insights and answer the biggest questions.

#### **BRAND, INNOVATION & RETAIL CONSULTING**

Drawing from our consulting toolkit to turn insights and capabilities into opportunities, strategies, concepts and business cases.

Do you feel your brands have untapped potential for growth?

Please get in touch, we'd love to help:

T +44 0 203 053 1144 | [theleadingedge.com](https://theleadingedge.com) | [helloemea@theleadingedge.com](mailto:helloemea@theleadingedge.com)