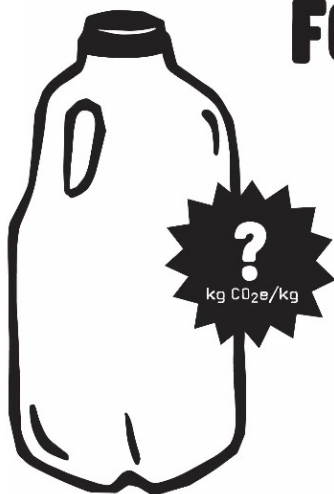


Making the futures we want to see

**AND WE'RE
DONATING THIS
PAGE TO THE DAIRY
INDUSTRY SO THEY
CAN TELL YOU
THEIR CLIMATE
FOOTPRINT
NUMBERS
TOO.**



Apply for
this free ad
space here:



Digital twin models of audiences are being made for brands to test messaging before coming out into the real world. This wouldn't be necessary if brands were active participants in the cultures or markets they are so keen to resonate with.

New research ethos:

Artists don't need market research because they're *already immersed* in the world they're making for. So, when you're an active participant in the interests of those you hope to resonate with, you don't need to decipher what's trending. You'll know.

Study from a distance, immerse oneself and explore the way the world truly operates to affect progress.

[Newer](#)

[Older](#)

2nd November 2023

Ask what consumers do with br...

26th October 2023

Innova-poop

Daniel Camprubi Douglas © 2022-2025

[Archive](#) [RSS feed](#) [QR Code](#)

Made with [Montaigne](#) and [bigmission](#) 