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Steven Dodds
Managing Director

steven@beautifulinsights.com
+44 (0)7942 266885

Paul Seabrook
Founder & CEO

paul@beautifulinsights.com
+44 (0)7810 714707

www.beautifulinsights.com

beautiful
insights

“Beautiful Insights have supported our fundraising program for more than five years, delivering consistently high-quality work - often in tight timeframes - and giving us honest and authoritative advice and inputs. We have always appreciated their ability to listen but also challenge and critique when needed, in addition to their extensive knowledge.”

Innovation Insight Manager, Major UK Charity

“I’ve been involved with many focus groups over the years and these were by far the most effective in terms of useful output and quality of responses.”

Director of Marketing & Supporter Development, Major UK Charity

“The ‘Can Do Attitude’ from the Beautiful Insights team exceeded our expectations and we were able to use the insights to optimise our Christmas campaign. The results were 18% higher than last year with less media spend.”

Director of Fundraising, Major UK Charity

“Thank you so much – it was really clear and expressed the breadth and depth of the work, in a user friendly way. It’s also clear what a source of insight this will be for many workstreams moving forwards. Thanks again all – I’m very proud of the quality of this piece of work”

Director of Brand and Marketing, Major UK Charity

About Beautiful Insights

The Beautiful Insights team are senior marketers working in research, not researchers working in marketing. We listen hard for our clients and work hard to make sure our insights result in their success. That's why clients keep coming back to us and recommend us wholeheartedly.

We're a full-service market research agency providing a range of methods and products – creative testing, co-creation, qualitative and quantitative research – designed to meet any client challenge and make life easier along the way

The senior team have first-hand experience of brand and fundraising development, having built brands and grown income as clients.

We work across commercial and not-for-profit sectors, including with ambitious, talented clients at these well-known brands:





Paul Seabrook

Founder, CEO and Quantitative Lead

Paul Seabrook started his marketing career in the automotive industry. He witnessed first-hand the power of research when involved with the launch of challenger brand Daewoo. A car company that asked what its customers wanted, this approach resulted in the UK's most successful car launch.

In 2006 he co-founded fast.MAP, a specialist quantitative online research agency. Over the next 7 years he grew the business working with some of the UK's most successful consumer brands across multiple sectors. In 2013 he founded Beautiful Insights, a full service market research agency specialising in turning questions into insights, and has since worked extensively in the charity and commercial sectors.



Steven Dodds

Managing Director and Qualitative Lead

Steven is an experienced researcher and communication strategist with 25 years in the field, the last 15 of which have been working primarily with charities in the UK, Europe and Australia.

Prior to Beautiful Insights, he worked extensively in communication agencies, helping guide the development of successful campaigns and brands. Central to this role was understanding the use of research in the creative process, and how brands can build motivating, emotional connections with audiences.

Based in Bristol, he is a trained qualitative researcher and cultural analyst and former chair of the Institute of Fundraising's Insight Committee.