



## Our Affluent Suite

With a suite of solutions designed around the ability to reach and engage affluent audiences, we work with leading premium brands to gain insights that translate into winning market share in a hyper-competitive marketplace.



We have carried out over 700 successful client engagements to help brands win.

Our proprietary data engine that provides 24/7 access to rich data sets across markets and categories.

We specialize in reaching out to the mass affluent, affluent, high net worth and ultra-high net worth consumer.

**At AFFLUENTIAL™, our vision is to be the World's leading authority for data, insights and consulting on the Affluent consumer.**

These "Influential and Affluent" consumers have distinct consumer journeys when it comes to decision making on the brands and products they purchase. Whether it be purchasing a can of soft drink or a luxury car, the Affluent consumer has varying demographics, behaviours and preferences by market. Brands that want to capture this lucrative segment need in depth data customized to their specific offering.

With a suite of solutions designed around the ability to reach and engage with this hard to reach audience, we work with clients to gain insights that translate into winning market share in a hyper competitive marketplace. We leverage on over 30 years of combined experience through our consulting sister company Agility Research & Strategy.

As a global team of experts from a variety of backgrounds and disciplines, we take pride in our work and have fun, enjoying what we do. Our strength lies in our diversity, with over 12 different nationalities, cultures and languages in our team. From data scientists to psychologists our passion lies in delving into what makes consumers tick.

Nominated Agency of the Year for the last 3 years in a row, we pride ourselves on our highly personalized agile service and professional work.

## **WE ARE LOOKING FOR PASSIONATE PEOPLE TO JOIN OUR TEAM!**

We are always looking for passionate, curious and motivated people to join our growing team. We have opportunities across our offices in Singapore, Hong Kong, Manila and Shanghai.

If you want to join a growing firm, work with a smart and dynamic group of people from across 12 different cultures and nationalities and enjoy working with premium and luxury brands as their valued consulting partner, then send your CV to [contact@affluential.com](mailto:contact@affluential.com).

## **GIVING BACK TO THE COMMUNITY**

At AFFLUENTIAL™, we strongly believe in supporting the communities in which we work. This is our way of giving back for the opportunity to grow into a successful firm with a conscience. We are very honored to support the charities below through donations and our corporate giving programs.

We also thank the generous members of our LuxeTalk community who participate in our research projects and choose to donate their incentives to these charities! With the growing affluent population in Asia, we must not forget the less fortunate in our society. So when you work with us, you are helping us help others!

## **Digital Data Analysis**

Understanding what today's consumers talk about your brand, category and competitors online on different social media platforms, forums, blogs, and review sites is crucial component in building a leading brand. We can monitor and filter out the relevant online conversations, posts, and reviews to your brand from all major social media platforms and countless websites and forums.



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