

Founder of The Sound Research launches new agency fusing documentaries and research

Further&Further opens offices in Montreal and NYC.



Montreal, Mar 1, 2019 (Issuewire.com) - Ian Pierpoint, previously founder, President, and CEO of global research group The Sound Research has launched a new agency hiring 6 researchers and filmmakers in the first few weeks of trading.

Further&Further fuses qualitative research methodologies with a more immersive documentary film

making an approach. The result is a more authentic approach to research where Further&Further's team 'follows the story' often speaking with subjects over many days and always including people outside of the original research sample.

"When you make a documentary people are excited to take part and you talk to them over weeks or months. And as you learn more you talk to others around them who can help you understand the issue. This approach is infinitely more insightful than traditional market research approaches and I found it incredibly inspiring", says Pierpoint.

One client recently described the Further&Further approach as finding the *'insight behind the insight'*.

The agency also employs alternative recruitment approaches, largely refusing to use recruitment databases.

"We don't recruit respondents, we cast subjects. And that means we screen them again and again until we're confident they have an authentic story to tell. We aim to always talk to interesting people in interesting places". Says Pierpoint.

Further&Further works a 4 day week and their senior team focus on leading one project at a time. This approach seeks to improve the quality of the work and offset the pressure, long hours and travel the job involves.

"Firstly I wanted to do more authentic and better quality research, but I also want to create a culture of respect. The industry suffers from too many burnouts and too much bullying when the stress levels rise. At Further&Further we're going to work differently."

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