

Faulkner Strategic Consulting

Insight-driven
innovation &
brand-building





Faulkner Strategic Consulting
is dedicated to innovation that
grows brands, driven by deep
consumer and market insights.

We leverage the latest creative and agile consumer research tools & techniques in a human-centered approach, backed up by solid market research fundamentals. We connect the dots for breakthrough insights—synthesis is our specialty—and translate learning into actionable conclusions and recommendations.



Faulkner Strategic Consulting guides companies with unique, meaningful and compelling insights that give direction to future innovation and help brands reach their full potential.

These insights can come from many places—interviews, observation, trends, data and statistics, social media, and surveys—and by integrating across approaches and sources of inspiration, remarkable ideas are born.

Insights

- Unmet Needs Analysis
- Ethnographic/In-Context Insights
- Emotional Insights & Analogies
- Unstructured Data/Social Listening

Branding

- Equity Stretch & Category Optimization
- Brand Positioning & Architecture
- Consumer Targeting Strategy



What Clients Have Said

“Sarah was an invaluable consulting resource, quickly familiarizing herself with our industry and business challenge and elevating our concepts.”

“She has an uncanny ability to marry intuition and deep consumer insight with analytics to develop brilliant solutions.”

Innovation

- Landscape Assessment
- Whitespace Opportunities
- Trends Identification & Application
- Idea Generation, Optimization & Prioritization

Strategy

- New Business Models
- Category Portfolio Optimization
- Geographic Expansion Strategy

Consumer & Market Research

- Holistic Learning Plan Creation
- Qualitative Research Design & Analysis
- Quantitative Research Design & Analysis
- Data Integration & Synthesis

Insight Audits

- Existing Consumer and Market Research Review
 - Strategic Conclusions and Recommendations
 - Custom Learning Plan to Address Gaps
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Sarah Buckley Faulkner founded **Faulkner Strategic Consulting** in 2014 after a 14 year career with Procter & Gamble leading consumer and market insights across multiple billion dollar brands and intrapreneurial startups. She is a nationally published writer on business, innovation, and consumer research topics and acts as a mentor and advisor for multiple Cincinnati, OH startup accelerators/incubators.

As a consultant, Faulkner integrates **meaningful consumer insights** with **strong business acumen** to bring unique value to clients looking for growth through innovation. She brings innate curiosity to understanding consumers and discovering new market opportunities—spotting patterns, making new connections and creating future scenarios. As an intuitive and original thinker, she is fascinated by ideas, and is a life-long multidisciplinary student in business, cognitive science, design thinking and communication.

Faulkner specializes in uncovering salient market trends and unmet consumer needs, identifying high potential opportunity spaces, and helping create meaningful ideas, innovations, and business models to shape future markets. She has led global consumer research and idea development throughout the Americas, Europe and Asia. Faulkner has experience across many categories including: consumer packaged goods, health care, food & beverage, pet care, household appliances, consumer services, and more.



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