

"We don't believe what people say..."

MIND MELD CONSULTING INC.



Mind Meld Consulting

*How do we decide - Heart or Head?*

What we do

Our philosophy

How we are different

How people decide

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Mind Meld Consulting

*"We understand how people make decisions, and can apply these principles to your business."*



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## *We build models of consumer behavior*

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We understand how people make decisions, and can apply this knowledge in building a model of consumer behaviour for your brand.

We don't just collect data for you. The purpose of our work is to enable you to *predict* how consumers will respond to your marketing and communications initiatives. Our model will provide you a tool with which to evaluate brand decisions and advertising. You will understand **what** people do and **why** they are doing it. Not just now, but in the future.

Our work is based on established psychoanalytic principles of the human psyche. Our models are inspired by the work of major psychoanalytic thinkers, including Carl Jung, Sigmund Freud, Abraham Maslow, John Bowlby, D.W. Winnicott, and G.C. Rapaille.

### How We Work

Our models can be broad enough to include every aspect of your company, or can use a narrow focus for an in-depth understanding of a specific issue. They are always customized to your corporate needs.

We can work with Archetype studies, qualitative or quantitative research, or secondary and public domain sources.

We can also become involved in new research on:

- Brand equity and advertising
- Global brand positioning
- Corporate communications and public relations
- Customer dissatisfaction and retention
- Profiling customer segments
- Corporate culture.



Mind Meld Consulting

*our philosophy*

*"We don't believe what people say..."*

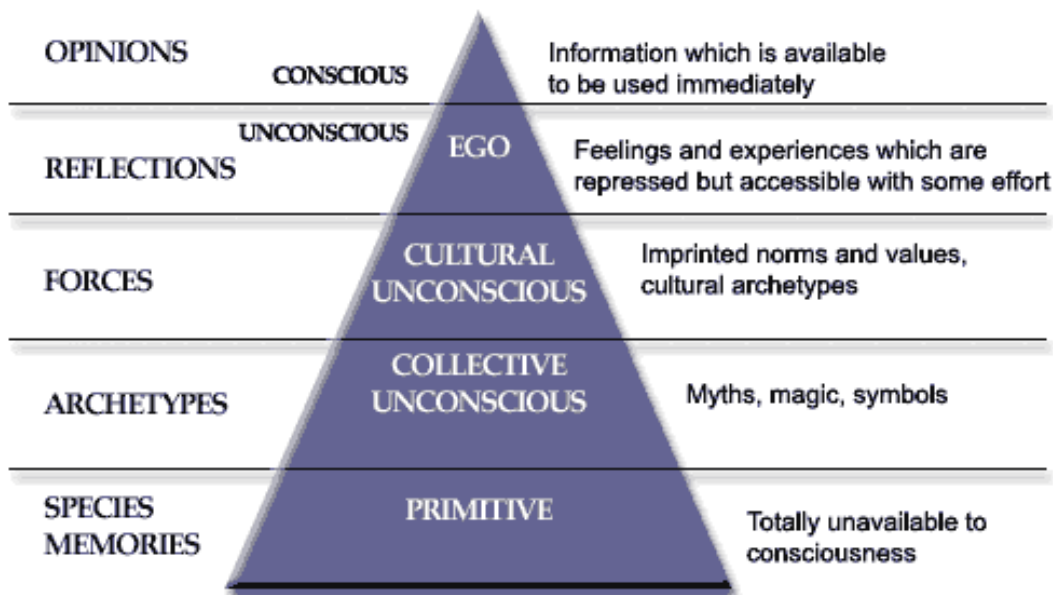
Consumers are complex and multidimensional. They think and function at many levels of awareness. Only a small fraction of consumer behavior is expressed at a conscious level, yet this is what most market research techniques collect. The rest is a hidden world of unconscious and unstated needs which contains a rich source of information for marketers, but is virtually impossible to access just by asking people why they do things. This is what we collect.

By definition, you cannot ask people to tell you something they are not aware of!

### Dimensions of the Psyche

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## How Mind Meld is different

Mind Meld Consulting was created to tap into the unconscious level of the psyche. We don't report what people say, our job is to decode what they mean. We can then provide our clients with a deep perspective and understanding of strategic marketing issues which reflect how people actually make decisions.

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	Mind Meld Consulting	Quantitative Research	Qualitative Research
<b>What we investigate</b>	Unconscious programming	Stated behaviour and opinions	Stated behaviour and attitudes
<b>What we collect</b>	Unconscious and unstated needs - reflections, forces, archetypes	Numbers and averages	Range of opinions and rationales
<b>How we interpret</b>	Psychoanalytic predictive models	Statistical models	Subjective models
<b>What we deliver</b>	What people mean	How many people say	What people say



## How do people make decisions?

*"We say 'I will' and 'I will not' and imagine ourselves our own masters, when the truth is that our masters are sleeping. One wakes within us, and we are ridden like beasts, though the rider is but some hitherto unguessed part of ourselves." (Gene Wolfe, 1994)*

People do not always behave in a rational manner. Sometimes there is a huge gap between what they say and what they do. There is often a hidden logic of which they are not aware. And since you cannot ask people to tell you something they are not aware of, there is also a gap between why people do something, and why they say they do it on marketing surveys and questionnaires.

Consumers can use their "Heads" or their "Hearts" to make purchase decisions. Very often the Head and the Heart do not agree.

### Which side do you think will win?



*"I am going to eat this chocolate bar because it feels good."*



*"I am not going to eat this chocolate bar because it's not good for me."*

In the long run, the Heart is more powerful than the Head. The result is, that despite the number of books available which tell us how to eat nutritiously, work more efficiently, and have better relationships, more people than ever are overweight, stressed out and lonely. It's not enough to educate the consumer. You have to appeal to their Hearts.

People are motivated to fulfil emotional needs. But they still want to have a logical rationale to explain what they do. Only by providing both can marketers satisfy their customers.

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**Thelma Beam** has been a marketing professional since 1983. Before forming Mind Meld Consulting in 1995, Thelma worked on both the client and supplier sides of marketing research. This experience has given her the technical and statistical background as well as a perspective on how information is used inside the corporation.

Thelma combines a psychologist's insight into the human psyche with a business person's analytical approach. Among her credentials are a Masters of Business Administration degree, a Specialist degree in Psychology, as well as a strong psychoanalytic background. She is also an Archetypologist, having worked and studied with Dr. G.C. Rapaille, the internationally known marketing guru and creator of the Archetype technique. Thelma maintains an ongoing private psychotherapy practice, which augments the insights of Mind Meld Consulting.



**Hugh Oddie** applies his strong conceptual ability and unique perspective to develop actionable insights and solutions to complex issues. An experienced marketing professional specializing in financial services, he has directed client relationship management strategies, data mining and analysis, cultural archetype research and brand strategy at Canada's largest retail bank, as well as major financial institutions in the U.S., Columbia, Chile, and Israel.

Hugh's earlier experience was in the area of investment banking, which culminated at the board of directors level, and included marketing international Capital Market services and loan underwriting to governments and private sector clients in the Americas, Europe and the Pacific Rim.

Hugh was born and raised in Cambridge, England. Schooled at Eton College and Exeter University, he earned an Honours degree in Economic Theory and a postgraduate certificate in Education. He now lives in Toronto, Canada and participates on the Executive Committee and Board of Directors of The Necessary Angel Theatre Company and is Deputy Master of the Honorable Company of Freemen of the City of London of North America.



## Things we have done

The type of projects we get involved with depend very much on the needs of our clients. Our best work answers the question *"Why do people do things the way they do?"* We've been asked to create models from which consumer behaviour can be predicted on the subjects of...

- Trust
- Greatness
- The differences between Canadians and Americans
- Loyalty
- The Internet
- Globalization
- The nature of the relationship bond with the client.

We have also been asked to...

- Audit and/or conduct focus groups to search for unconscious programming among consumers
- Initiate, organize and analyze Archetype discoveries for the corporation's senior management team
- Document Archetype discoveries in reports or presentations
- Develop communications strategies for sensitive topics
- Produce videotapes for disseminating information to managers, suppliers and agencies
- Conduct workshops with advertising agencies on structuring messages that are motivating at an unconscious level
- Building models that were used in launching pilot programs
- Review speeches for content that is unconsciously motivating for the media, shareholders, employees, regulatory bodies, or the general public
- Analyze corporate announcements for unconscious logic and recommend how news should be presented to the general public
- Psycholinguistic research.

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"It is easy to quickly discover the value of the yin/yang qualities of the Thelma and Hugh team. Both contribute from very broad (and unique) disciplines and deep pools of experience. And combined, they're more than their sum. I am continuously surprised at the dead-on strategic insights they are able to discover and translate for our business purposes - often within strict time and money constraints. And while seemingly operating at the outer fringe of ideas, they nevertheless continually impact our core understanding of any given topic. Even when I consider the wide array of resources available to tap into, I find their richness of work remains unmatched."

Darryl Dougan  
VP, Strategic Market Research  
Morgan Stanley, New York

"On many occasions, Mind Meld Consulting provided thought-provoking insights which had the power to change the way we conduct business."

Gaetane Lefebvre  
VP, Strategic Marketing Research and Analytics  
RBC Financial Group

"Thelma and Hugh's work is a good complement to our Archetype discoveries. They are team players who have an excellent grasp of the Archetype methodology and discovery insights, as well as the strategic orientation to help an organization implement the results. I recommend them highly in conjunction with our Archetype work, both in the United States and Canada."

Dr. G.C. Rapaille  
CEO  
Archetype Discoveries Worldwide

"For a series of qualitative projects designed to determine the effectiveness of communicating the category archetype in TV advertising, Thelma used her expertise and experience to help guide the approach used in the research, and also proved invaluable in terms of assessing how the cues and symbols in the advertising affected the consumers at a subconscious level."

Robert Gray  
VP, Pelegrin Research Group  
California

"On behalf of the Food & Consumer Products Manufacturers of Canada (FCPMC), thank you for your leadership and strategic guidance on our 'Communicating to Canadians About Novel Foods'... Thelma, your consultative expertise and professionalism made this initiative a success."

Laurie Curry  
VP, Public Policy & Scientific Affairs  
FCPMC

"I've worked with Thelma Beam on dozens of projects, and on every single one she's come up with fresh consumer insights."

Chris Commins  
Commins, Wingrove

"Thelma was invaluable to us in completing and extracting maximum value from a major study on brand archetypes. She has a unique ability to translate complex research results into clear insights and action steps. Three years later we keep calling on Thelma to pass these learnings onto new employees as part of their company orientation."

Julie Davis  
Group Product Manager - Snacks  
The Quaker Oats Company of Canada Ltd.



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## Workshops

In addition to our personalized consulting service, some cost effective syndicated studies are also available as workshops.

Syndicated Archetype discoveries are available to be customized to your requirements:

- The Internet
- Canadian Identity
- American Identity
- Loyalty
- Food
- Giving Back
- Leadership

Mind Meld workshops are also available on:

- The Psychology of Relationships
- Archetypal Marketing For Brand Loyalty
- How Do People Make Decisions?

All workshops are customized to address your particular corporate issues.

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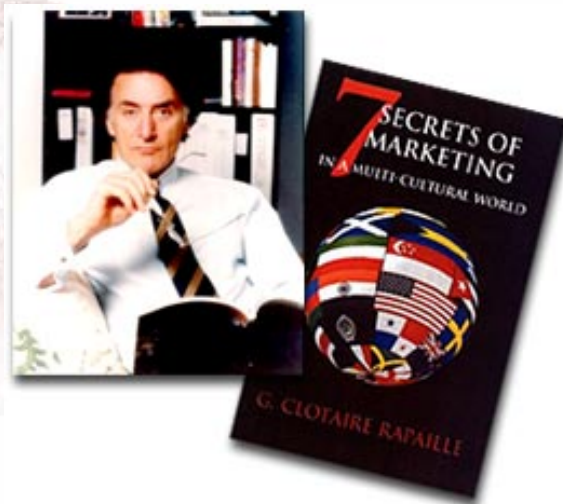


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**Dr. G.C. Rapaille** of Archetype Discoveries Worldwide is an internationally known expert in Archetype Discoveries and Creativity. His unique approach to marketing combines a psychiatrist's depth of analysis with a businessman's attention to practical concerns. He has written more than ten books on these topics. One of his books, *Creative Communication*, has become the standard reference for the French advertising industry. He is a sought-after lecturer on creativity and communication. Dr. Rapaille's technique for market research has grown out of his work in the areas of psychiatry, psychology, and cultural anthropology. His work is an extension of the work done by many of the great scholars of the 20th century, including Jung, Laing, Levi-Strauss and Ruth Benedict. For more information about Archetype Discoveries and Dr. G.C. Rapaille, visit the [Archetype Discoveries Worldwide Home Page](#)



**Exchange Synergism** is an international consulting practice specialising in Customer Relationship Management (CRM). Uniquely, it uses its grounding in Archetype work to design powerful value propositions that are meaningful for consumers. Exchange Synergism has worked with clients in Europe, the Middle East, Latin America and North America on all aspects of CRM, from database design through to program delivery. It has proprietary methodologies for a CRM investment optimization, value proposition design, retention initiatives and the measurement of the effectiveness of CRM programs.



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