



We're the go-to for

AUDIO

HERE'S WHY

tapestry
a screen engine/asi company



WE ARE TAPESTRY

We make the complex beautifully simple.



We don't just measure; we make, we create and we provoke. We give you research you'll want to talk about, that inspires you to make the right decisions. Here's how...



expand

We blow out your objectives to identify all the key issues and hidden complexities.



explore

We ensure the right mix of tools & techniques every time.



connect

We connect the threads to inspire, provoke and problem solve.



curate

We craft a compelling story that lives on in organisations.





We work with leading audio brands to help them launch new products, grow their subscriber base and develop new commercial partnerships

Answering questions such as



We answer questions such as

which podcasts are gaining traction?



what is the role of audio in the consumer purchase journey?



what impact does podcast advertising have as part of a wider multi-media campaign?



how can we sell more audiobooks?

NOT STAYING QUIET



From music streaming, to podcasts, to audio books and more, at Tapestry we love to listen. And we have a range of approaches to help you find the answers you need.

INDUSTRY INSIGHTS

Use our research techniques for insights into the podcast titles gaining the most traction, and how audio is being used in the consumer purchase journey.

ADVERTISING

We can help you look at the impact that podcast advertising can have as part of a wider multi-media campaign, and how you can utilise this.

YOUR SALES

We can help you make the most of the audio boom, to boost your sales and drive revenue.



THE TAPESTRY TOOLBOX

Some of the techniques we use to help our audio clients:

- Segmentation and audience understanding
- Market sizing
- Product optimisation and pricing strategy
- Title tracking
- Ad sales research
- Concept testing
- Trade off exercises such as MaxDiff for feature optimisation
- Semiotics to identify hidden category codes
- Consumer Decision Journeys to understand the role of audio
- Biometrics such as Galvanic Skin Response and facial coding to identify key moments of engagement
- Structural equation modelling and drivers analysis e.g. for advertising effectiveness, brand loyalty





WANT TO KNOW MORE?

Drop us a message or get in touch directly
with our audio expert, Amy Nightingale



Amy Nightingale,
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 [Connect on LinkedIn](#)