

Weave Press Release - Monday 29th October 2018

For immediate release

Weave Research launches today.

Weave is a new full service qual/quant agency founded by Ali Barnes, Alison Ratcliff and Philippa Mendoza which takes the best of modern ways of working and traditional research values to deliver informed, collaborative and pragmatic solutions for clients in B2C and B2B sectors in the UK and around the world.

Alison Ratcliff, who began her career at Kantar Millward Brown and has worked for Incite Marketing Planning as well as J&J and GSK client side, said “Weave is a commitment to research and insight that starts and ends with client needs. In recent years we have been listening to clients say that even as the world of data evolves, insightful research remains as key to business results as ever.”

By operating a virtual office model Weave can offer the project transparency and value for money that clients increasingly demand. “New ways of working, new regulations and new information resources are affecting all business sectors and research is no exception. Our clients are working in a world of increased openness, increased collaboration and supply chain value-discovery. Research and insight must adapt - and Weave is adopting these principles” said Philippa Mendoza, a veteran of ABA Research, Incite and the Sequoia supply chain consultancy.

Weave will focus on FMCG, Retail, Travel & Leisure, Consumer Health and Third Sector clients reflecting the range and depth of experience of the founding partners. Ali Barnes said the work she has done with global clients in markets as diverse as Nigeria, Nepal, Brazil and Russia over the past few years has convinced her that the Weave Research model is just the sort of straightforward, transparent, focused approach that today’s clients need. “Clients large and small are under pressure to deliver maximum impact and maximum value for money. We have founded Weave Research with this in core need in mind”.

Find out more about Weave Research via their website: www.weave-research.co.uk

Or contact them directly:

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Notes for Editors

Photos and Bios attached for each of the founding Directors

Ali Barnes



Ali began her research career at NOP Market Research and has spent most of her working life in major research agencies. In recent years Ali has specialised in the Third Sector, Consumer Health and Travel & Leisure sectors, working across qual, quant and pure consultancy projects.

Alison Ratcliff



Alison is a brand, health and comms expert, and has a passion for bringing the voice of the consumer into the room. With agency experience at Millward Brown and Incite as well as time spent client-side, she has worked widely across FMCG, Consumer Health and the Travel & Leisure sectors.

Philippa Mendoza



Philippa started in advertising and then spent several years building complex numerical models as a management consultant. In her research career at ABA and Incite she worked extensively on continuous and ad hoc quantitative projects, primarily in the Retail and FMCG sectors.

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