



Three Channels of Work

We can work with you on a specific product development project or consult on strategy and innovation for your business. We also believe in giving back, so we contribute our time to activities and projects focused on growing innovation in NZ.

Our experienced team has expertise across a number of disciplines which enables us to generate insights and opportunities from broad perspectives and translate these into benefit led solutions in product, brand, digital, service, and other mediums.

Partnering with Locus Research can reduce the upfront cost of development and the load on internal management time by delivering you a single accountable product research, development, and management solution for your business.