

Two West's Discovery and Design Reaches the University of Kansas

Kansas City, MO (Two West, Inc.) As the demographic and psychographic characteristics of the global market changes, universities are competing to arm students with the most up to date thinking on new research techniques. The University of Kansas (KU) provided its students this knowledge by inviting Two West's Senior Project Manager, Alex Villamar, to share his experiences and the Two West story with students.

On Oct. 15, 2008, Alex spoke to students about qualitative research and its benefits to marketing strategy, explaining the importance of knowing the true emotional and cognitive reasons behind an audience's actions and reactions. He also addressed how behavioral research techniques, such as ethnography, can provide marketers with answers to difficult questions about consumer response. Through case study examples, Alex revealed insight into Two West's innovative discovery and design process.

Professors Robert Basow and Crystal Lumpkins were appreciative of the informational seminar, and the university continues to grow their working relationship with Two West.



discovery + design