

experience you can count on

- Founded in 1990 The Leading Edge was born out of a frustration with the research industry and a belief that research could be used in smarter ways for true commercial advantage.

Over the past 20 years, working in partnership with the world's leading businesses and brands, we have evolved into an insight driven consultancy, that combines robust research with specialist brand and innovation expertise.

At the core of our business is a powerful research engine that leverages innovative ways of connecting with consumers through qualitative and quantitative research and analytics. We then craft the insights and work with our clients to develop strategies for effective commercialisation.

The Leading Edge's clients include:



what our clients say:

- "To get an end result which delivered the complete end-game was just an awesome achievement."*

Stella Travel

"TLE has had a powerful impact on GSK becoming a global future business. The Leading Edge is a first class agency, with highly professional and committed researchers who have the capability, competency and motivation to help achieve deep and actionable consumer insights."

GSK

"You've changed the way research is done, the role it plays and the value it adds. We launched in seven countries, brought three new products to market and doubled the size of the brand."

Fonterra Brands

"TLE are creative and open minded; have strong opinions and ideas and are not afraid to share them, instead of just providing findings."

Nokia

Contact us to find out how
The Leading Edge can create
a competitive edge for your business:

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