

Our story

How it started, how it's going – and what's next

All stories start somewhere.

As for ours, it's one of defining, considering and strategising. Of developing, over the years, a progressive, proactive – and people-centric – culture.

This is our story so far. So join us, as we wind the clock back – to 2005.

A desire to cut a new path

In 2005, Lewers decided to do things differently. To find a better way of undertaking research – and put people back at its heart.

In creating Lewers, Lisa adopted a pragmatic, evidence-based approach designed to better understand organisations like yours – and provide down-to-earth, commercial solutions.

Lisa also sought to create an engaged, dynamic culture, a workplace people actually wanted to be in.

Lewers was born. Our story began. And, as that story continues, our work remains grounded in the present – yet designed to create long-lasting future value for our partners.

Our unique approach gives us an in-depth understanding of markets and their audiences. This allows us to provide insights that create inspired solutions. Solutions that provide the clarity your organisation needs to succeed.

Message from our CEO and Founder



We work with the best

We create insightful solutions for some of Australia's best-known brands – across a diverse array of industries.



We're homegrown

Fully independent and Australian-owned, we offer pathways – and a wealth of career opportunities – for the brightest stars.

We're excelling

We've won prestigious awards from The Research Society and ESCMAR – and been finalists in plenty more.



How it's going – and what's in store

Today, our projects have broadened and evolved. As have our team capabilities, our technology. And our expertise.

Our scope has evolved, too – to better encompass research, insights, strategy and innovation.

So, what's next?

More engaged team members

We'll continue to concentrate on building a dynamic team environment.

To empower our people through training and upskilling – and encourage them to challenge their own perspectives.



More purpose-built tools

We'll continue to leverage new technology and ideas to build our ever-expanding toolkit.

And we'll keep delivering unbiased, pioneering insights into the world around us.



More expansion and evolution

We'll continue to evolve with – and for – our clients. All while staying true to our values.

This is how we ensure we're meeting their needs with best-in-class research, insights, strategy and innovation.



More focus on our team

We'll stay true to the curiosity in our DNA.

And continue to foster an ecosystem of excellence and empathy for our staff – along with a uniquely personal approach to our partners.



Want to partner with us on the next chapter of the story?

Get in touch today to explore how our insights can change the way your brand behaves.