

GetWhy

This is how you deploy AI in Qualitative Research



Quirk's London

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GetWhy

→ qualtrics^{XM}

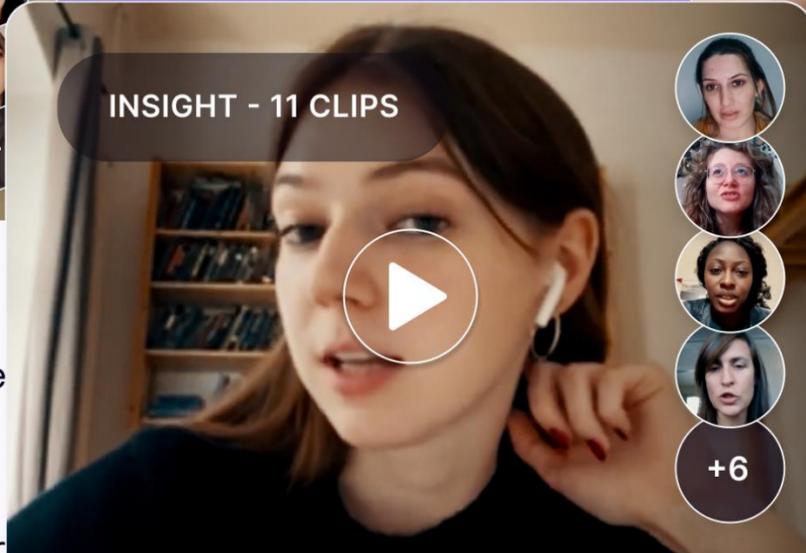


→ ORACLE



Insight

Consumers lack familiarity with the brand ambassador, making it challenging to provide detailed attributes. Based on the storyboard they perceive her as feminine, professional, and adventurous.



Insight

Most consumers prefer the first direction, however, some are pointing out that the direction is slightly too masculine and suggest using a familiar female as the protagonist.



Insight

Consumers believe the campaign's elements convey messages of self-confidence, independence, femininity. These visuals suggest a higher quality of life and a connection to nature.

Over the last five years, we've deployed AI and ML across *thousands of qualitative insight studies*, paving the way for our **AI-Powered Insights Provider**

01

Research objectives



Kerry, Brand Manager, Pharma



John, SVP, Supply Chain



Daniel, Private Banking Customer



Carl, Chemical Engineer

02

Capture & transcribe interviews in context through video

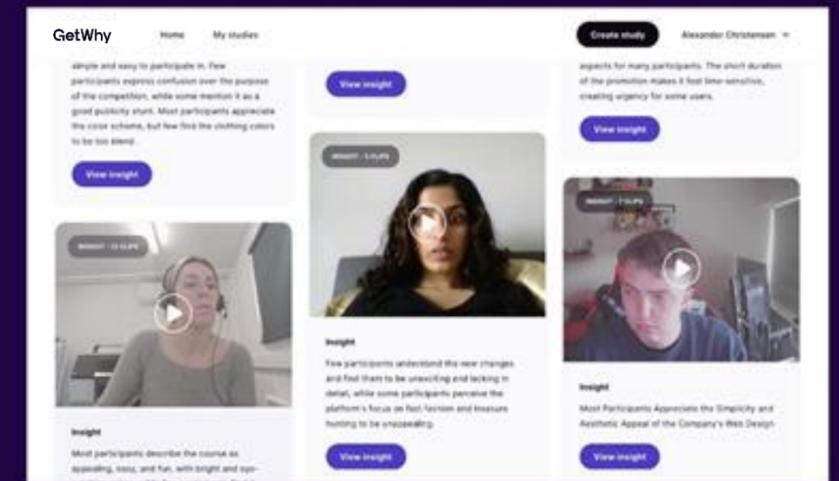
INSIGHT - 6 CLIPS

Insight
Consumers look for sports drinks with electrolytes, low sugar, and natural ingredients for energy, hydration, and recovery.

View insight

03

Actionable insights



IN AS LITTLE AS 4 HOURS

The Problem

Static

Traditional research delivers a static image of consumers' emotions and experiences

Slow

Takes weeks and months to design questionnaire, recruit respondents and write the report

Expensive

They are expensive to execute due to the manual nature of the underlying process

The Opportunity

Quality

Technology has the ability to analyze larger data set simultaneously and answer more complex research questions

Fast & Actionable

Consumer insights in hours and days instead of weeks and months

More for Less

Launch studies much more frequently at a fraction of the cost

In-depth
Qualitative
Insights from
10 consumers



For only
€3,000

GetWhy is empowering
the most consumer-
obsessed companies
in the world.



If you see your company's logo here, it means we have results from a test study to share with you today!



If you see your company's logo here, it means we have results from a test study to share with you today!

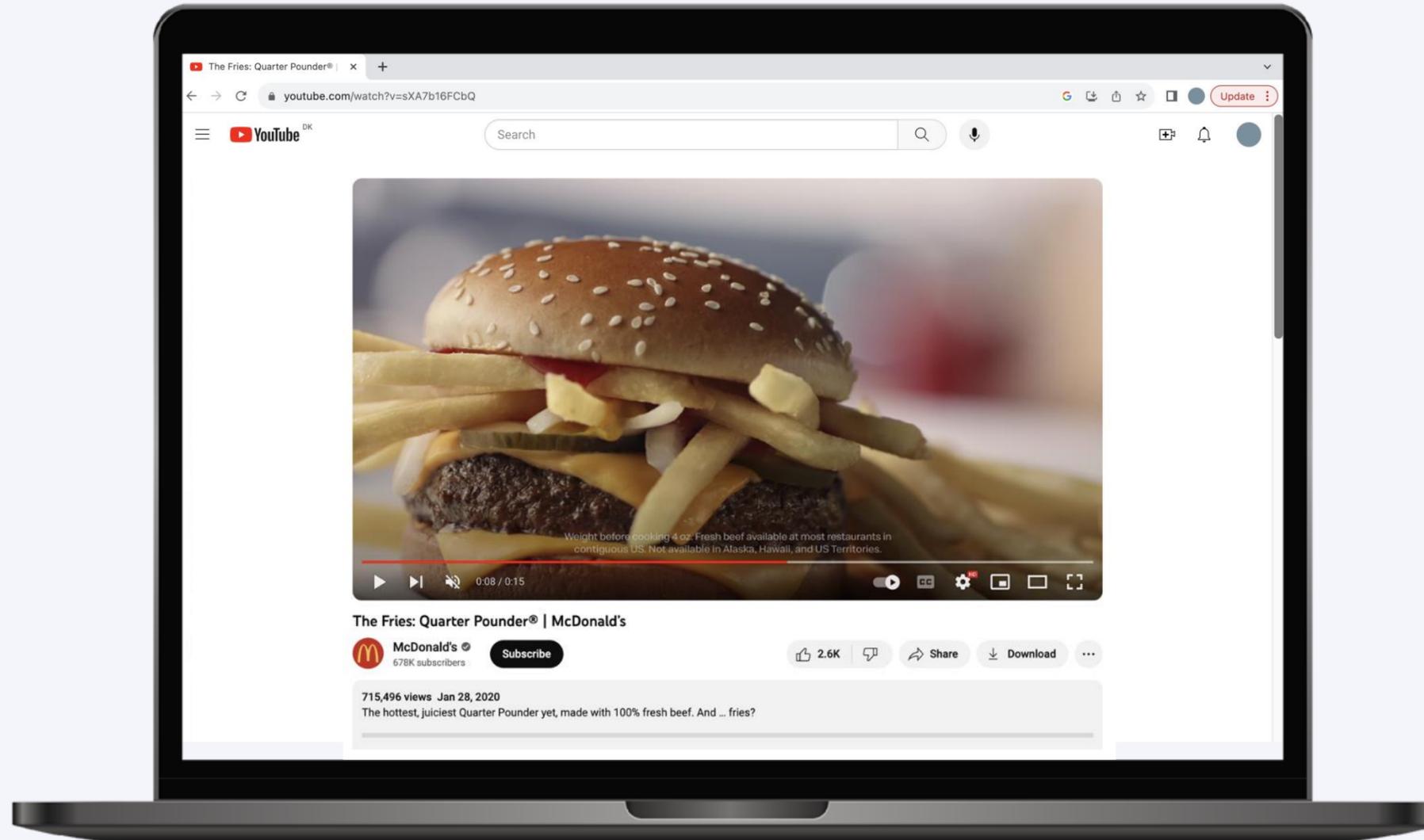


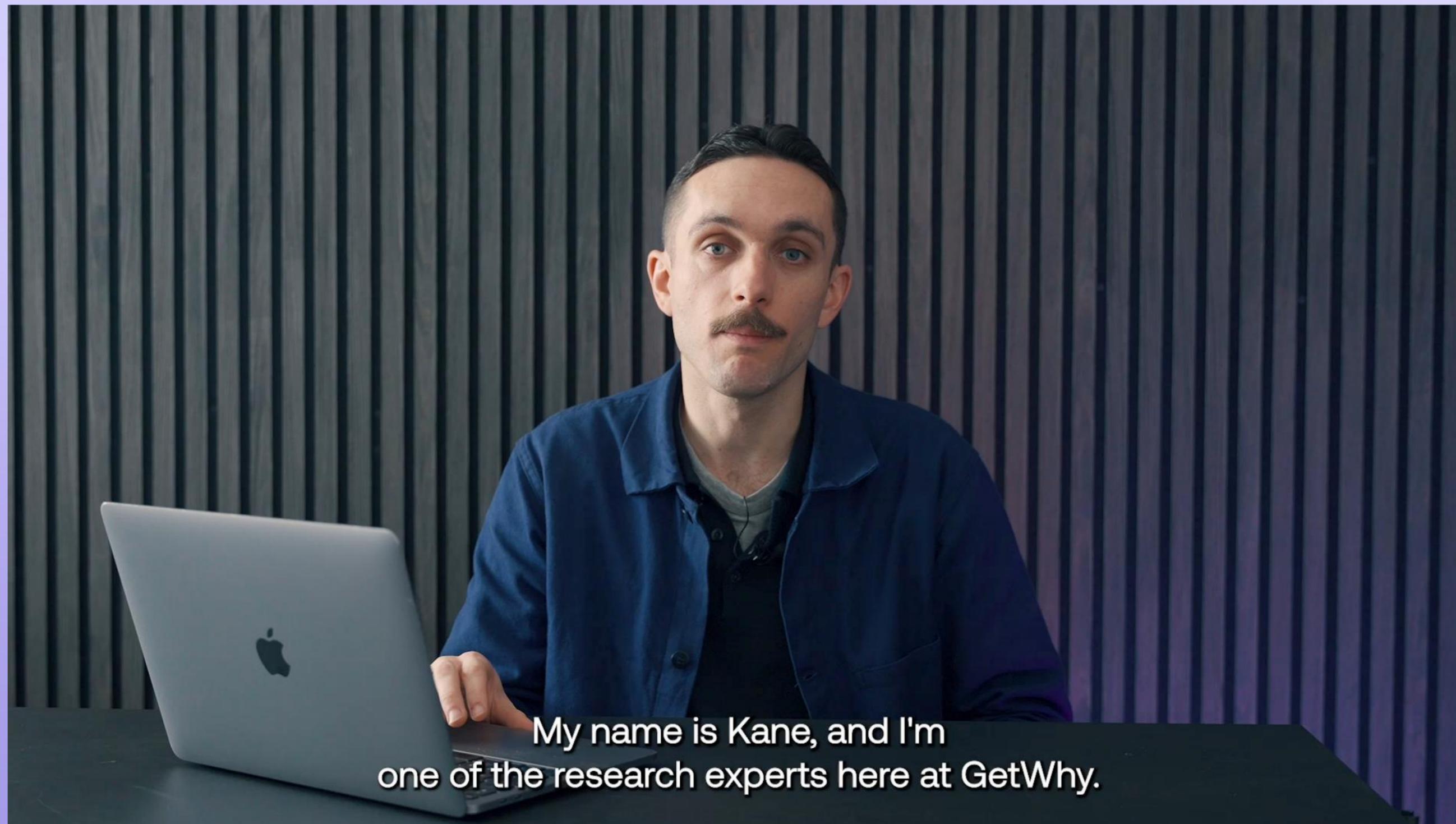
Google

🔍 Danes are known to be



🔍 Danes are known to be **drunk**



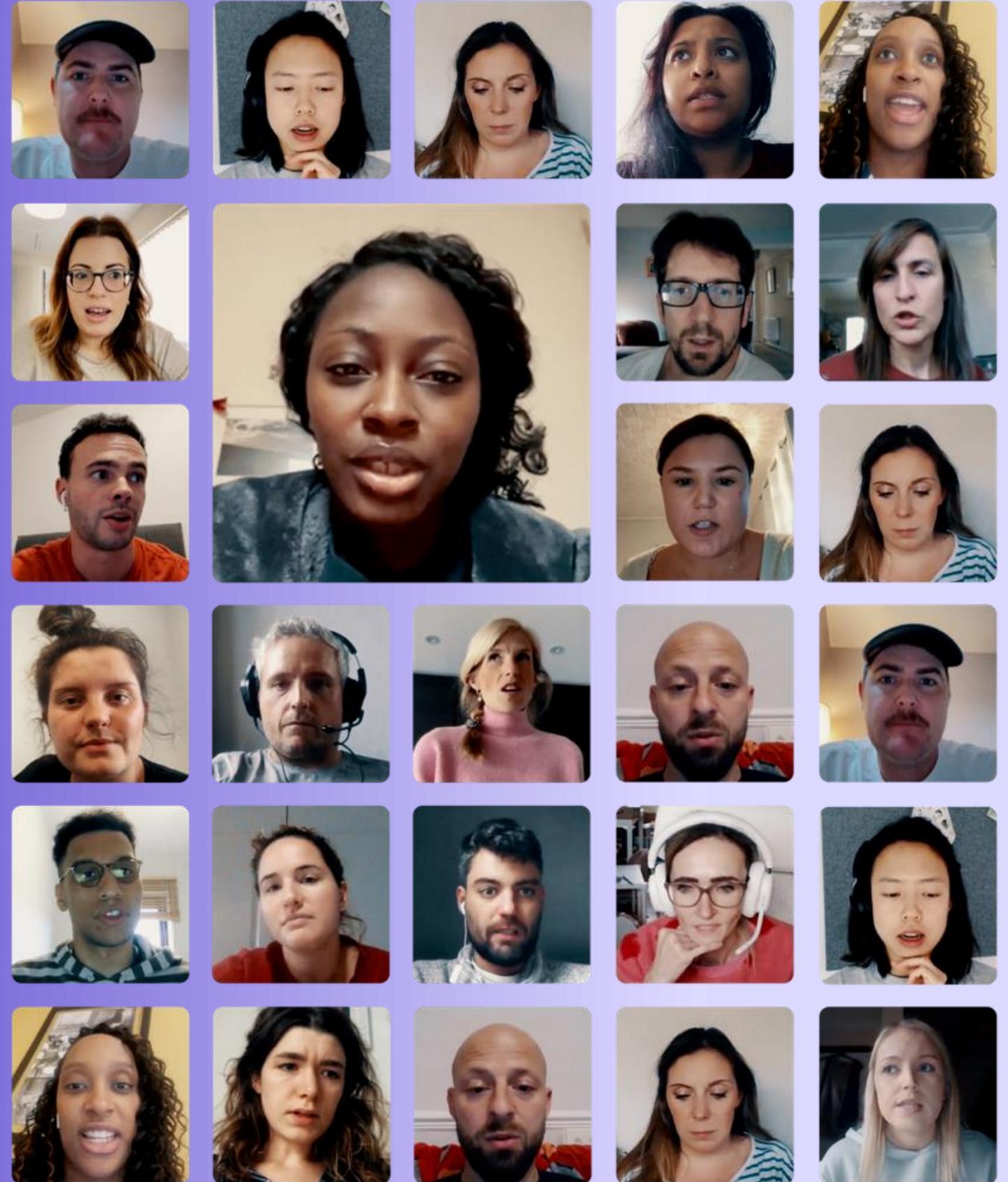


My name is Kane, and I'm
one of the research experts here at GetWhy.





Bringing the **voice and perspective of the consumer** into discussions and decisions on a daily basis.



L'ORÉAL Pernod Ricard M Nomad Foods

COTY LEGO Nestlé Unilever

Arla HEINEKEN VW MARS

COLGATE-PALMOLIVE Coca-Cola NIKE

Meet Bloom ✨

Our **AI-Powered** Consumer Insights Specialist

From brief to actionable insights

- 🕒 100x faster
- 💰 10x more cost efficient
- 👁️ Quality on par with human craftsmanship
- 📺 Video interview based format



Thank you.

Come
visit booth
#400 today!



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