



## CONTEXT & CONFIDENCE

*Erasing the Line Between Qual and Quant*

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## QUANTITATIVE



Fast

Shallow

Decisive

Objective

Distracted

Efficient

OR

## QUALITATIVE



Slow

Deep

Inspiring

Interpretive

Engaging

Tedious

## Why not have the best of both?



Fast

Shallow

Decisive

Objective

Distracted

Efficient

Slow

Deep

Inspiring

Interpretive

Engaging

Tedious

# IMAGINE ... RICH, AUTHENTIC VIDEO

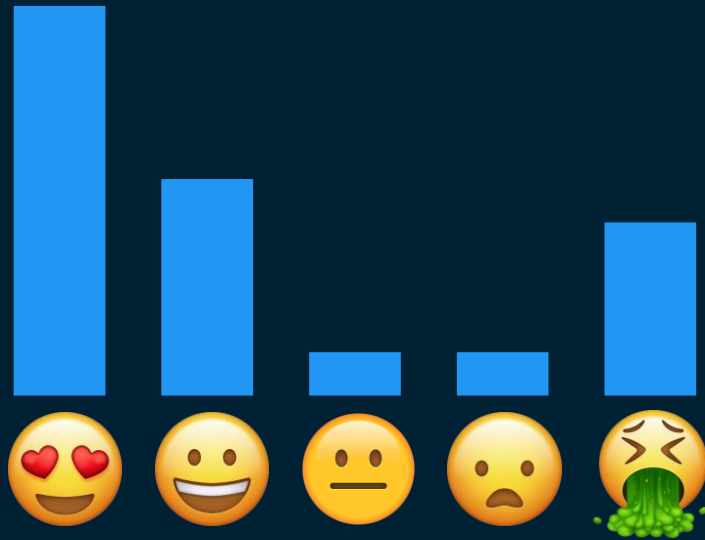
*Capturing a variety of meaningful moments*



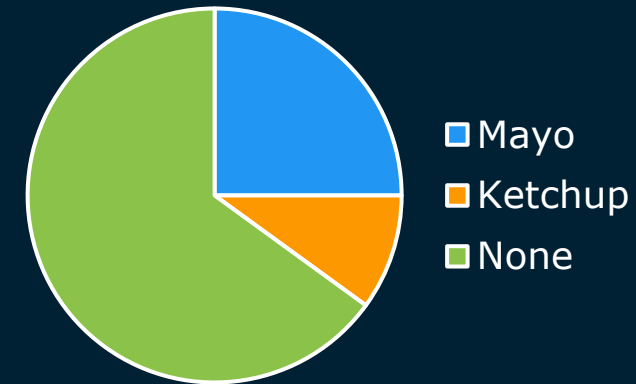
# IMAGINE ... QUANTIFIABLE RESULTS

*For efficient analysis*

## Concept Appeal



## Food on Face



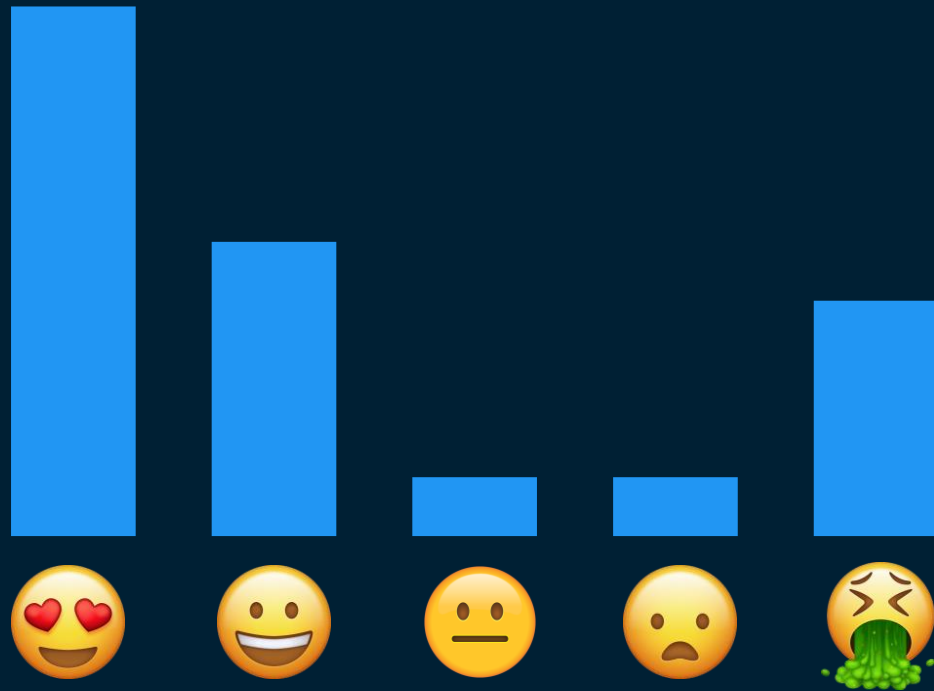
## # of Product Facings



# IMAGINE ... INSPIRING STORIES ... QUICKLY

*Delivering confidence and inspiration*

## Concept Appeal



LOVE



HATE



....but, HOW?





## Four Things to Keep in Mind

1. Craft a **thoughtful research brief** to keep you focused and productive
2. Use a **variety of activities** to reveal meaningful moments across objectives
3. Optimize your **activity guides** to leverage modern tech
4. Blend **quant and qual** to both educate and inspire your audience





## A Thoughtful Brief

- **Objectives**  
To reveal the meaningful moments
- **Segments**  
To create filterable subgroups
- **Analysis Plan**  
To map out which items need quantified
- **Audience**  
To consider how best to blend quant and qual results

# Mix and Match Activities to Align with Objectives

## Where & When

Do those meaningful moments happen?



## What & How

Is the best way to capture the moment?



# Structure Activities with Analysis in Mind

## Smart Structure

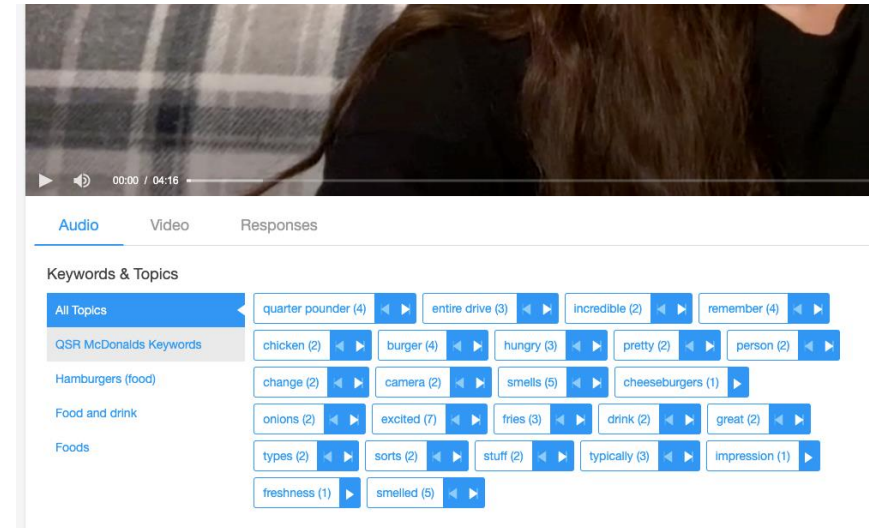
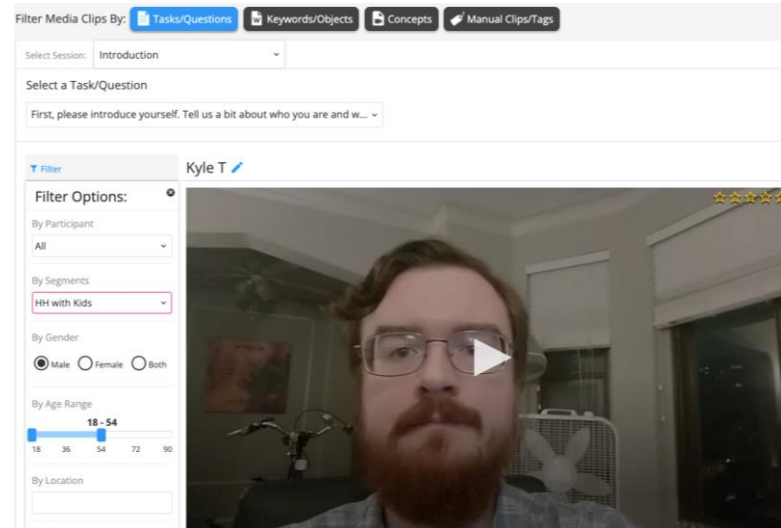
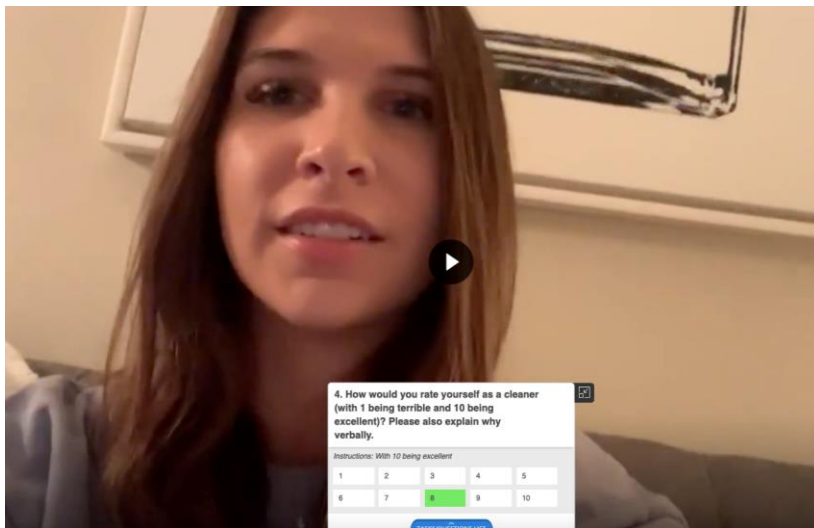
Using various data points

- Questions and tasks
- Open-ended response
- Closed-ended questions (multiple types)
- Keywords of interest
- Duration of event
- Observation-spotting

## Smart Analysis

Find moments fast

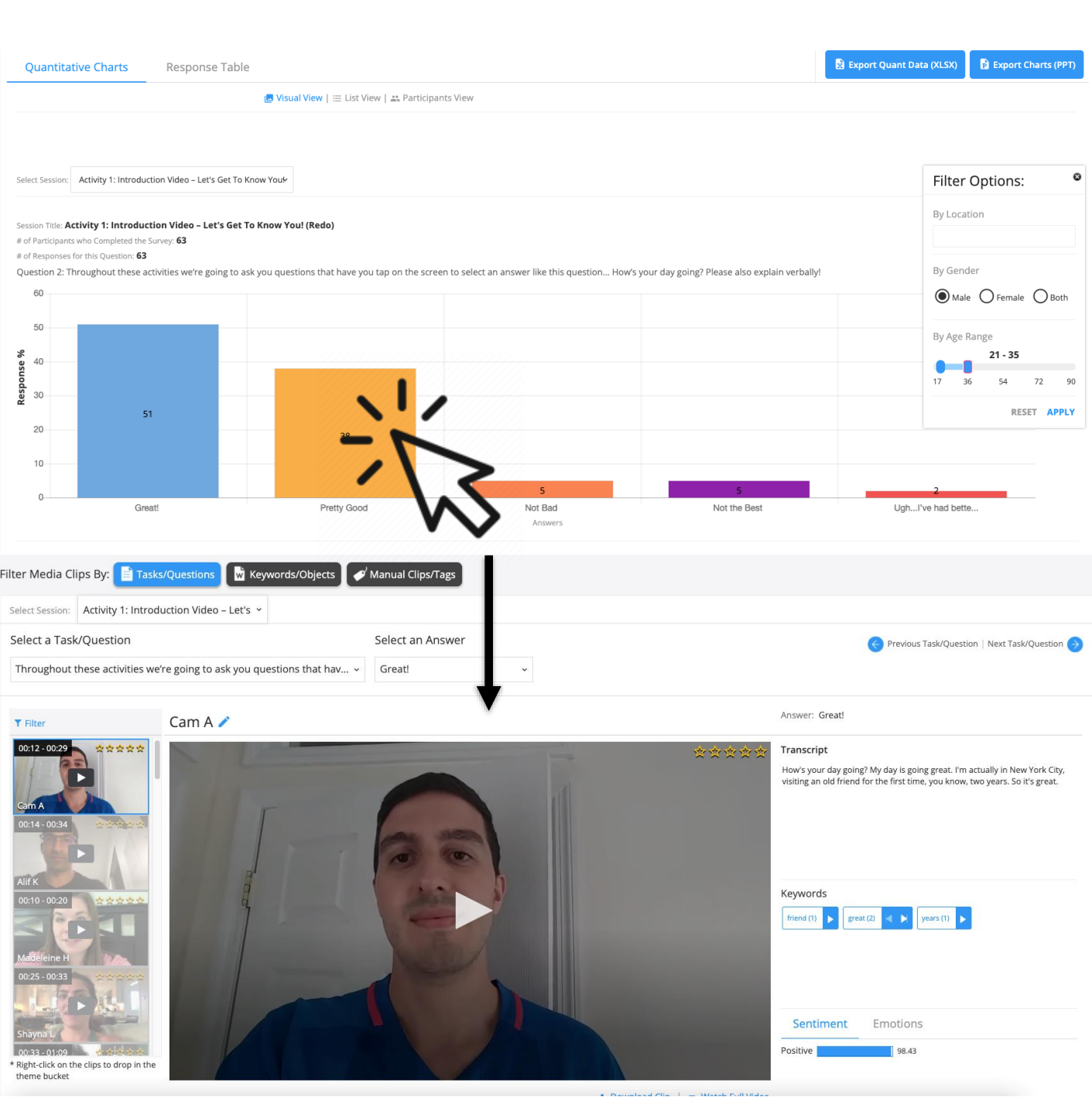
- Quant response/chart
- Question
- Task
- Keyword
- Object in scene
- Consumer segment
- Activity



# Analyze Efficiently

Quant-Forward  
Fast and Familiar

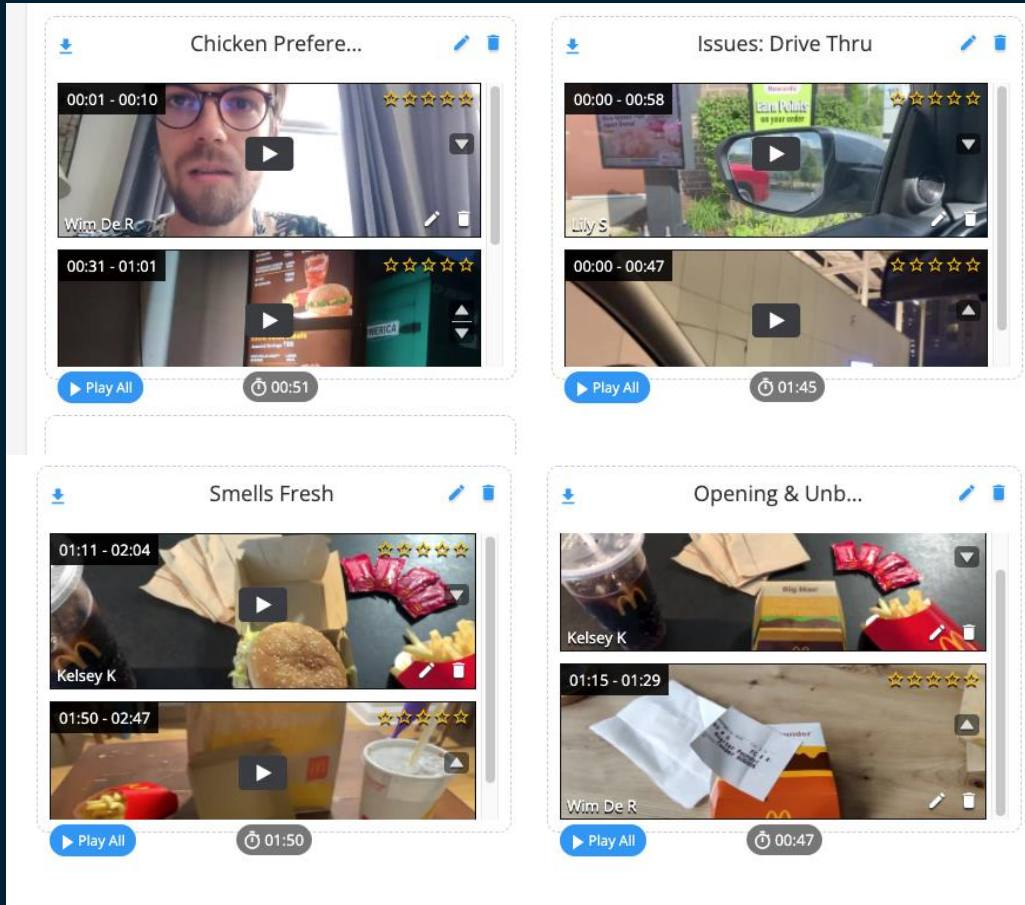
Qual-Rich  
Deep and Authentic





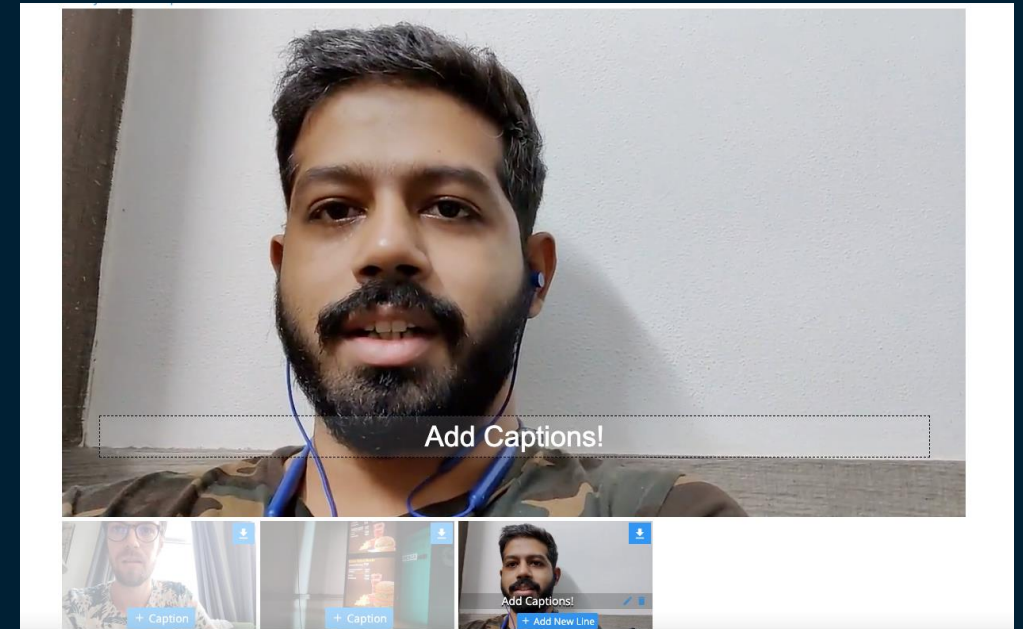
# Create a Compelling Story

## Create Report Themes Based on your objectives



## Customize Your Story Without being a Hollywood director

- Edit clip lengths
- Add captions
- Include transitions
- Export or share online
- And more!







# QUESTIONS?



# THANK YOU!



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