

Layering Qual in Quant Studies

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Content



BACKGROUND/ PAST
EXPERIENCE.



LEARNINGS



BEST PRACTICES AND
FUTURE VISION

Background

Three different case studies

- Line Optimization Study – video open ends and brief follow-up IDIs
- Brand Impact Study – follow-up unmoderated message board activity
- Creative Assessment Study – follow-up online groups

Missed opportunities to be revisited

- Pricing study
- Recent A&U
- Brand Tracking study

Line Optimization Case Study

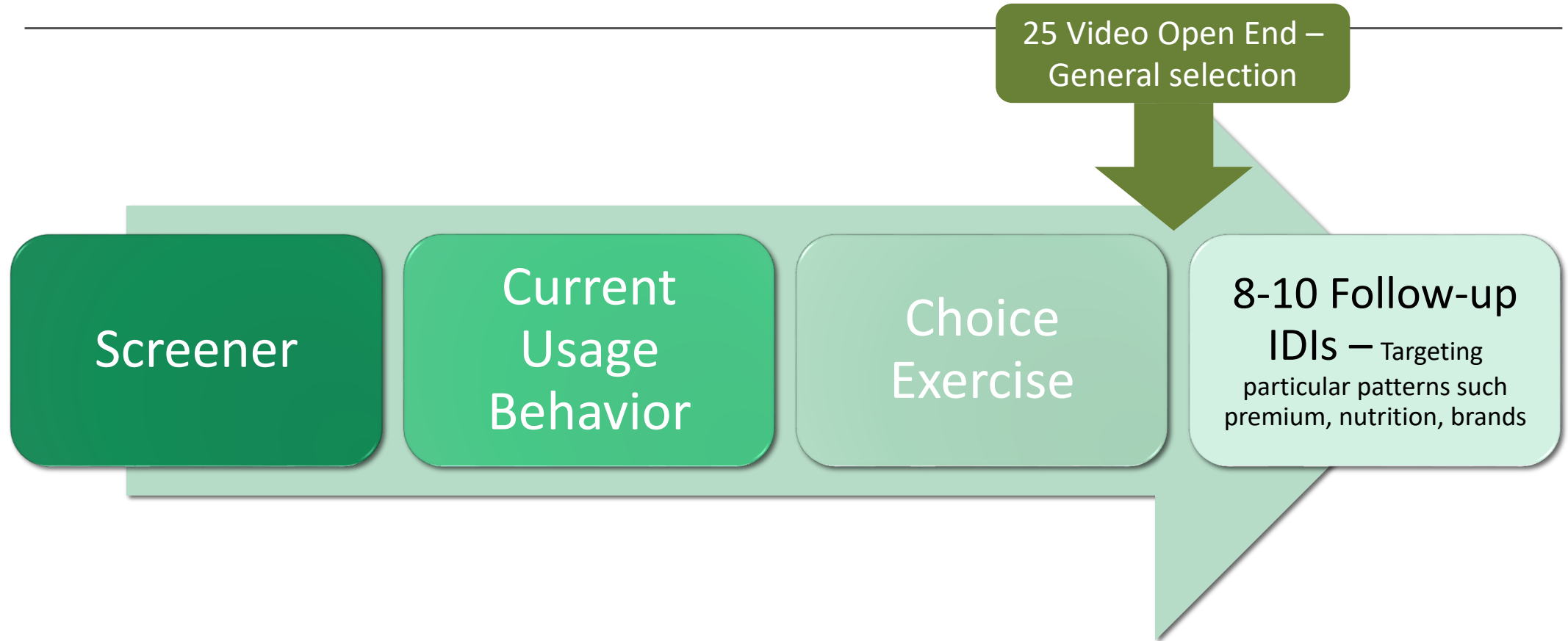
Background:

Our innovation team needed to understand the optimal sequencing of the projects we had in our pipeline. We also wanted to understand the relative impact of brands, claims, pricing and other product benefits represented in the category.

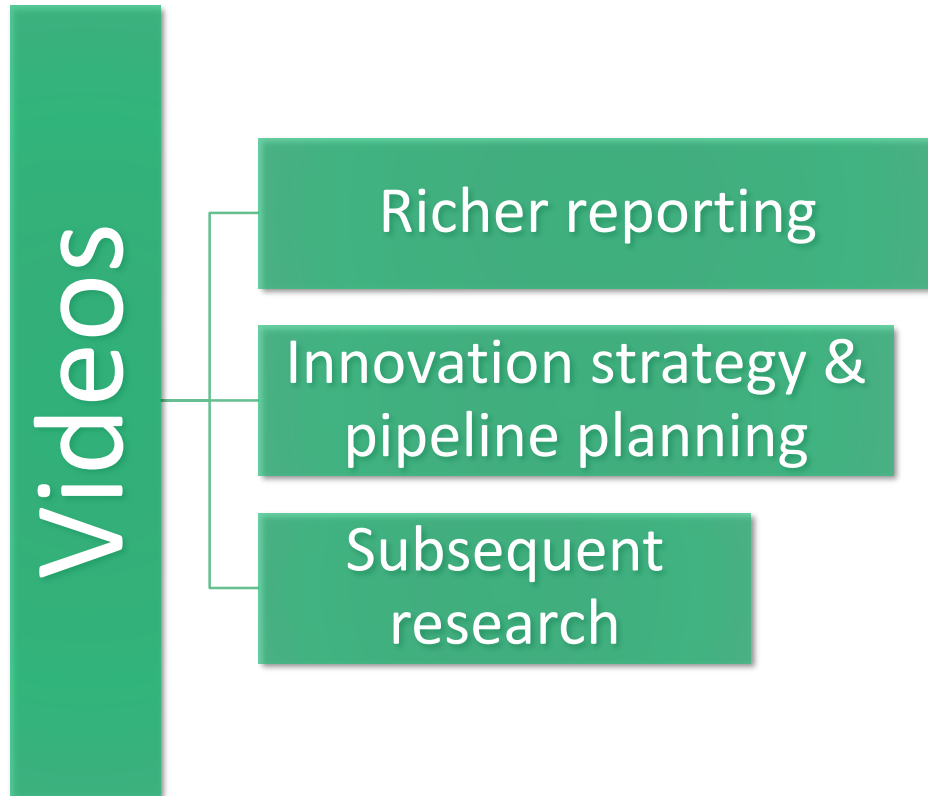
Research Objective:

To determine what innovation launch plan yields the most incremental revenue and the least cannibalization to current Quaker offerings.

Line Optimization Execution



Line Optimization Application



Brand Impact Research Case Study

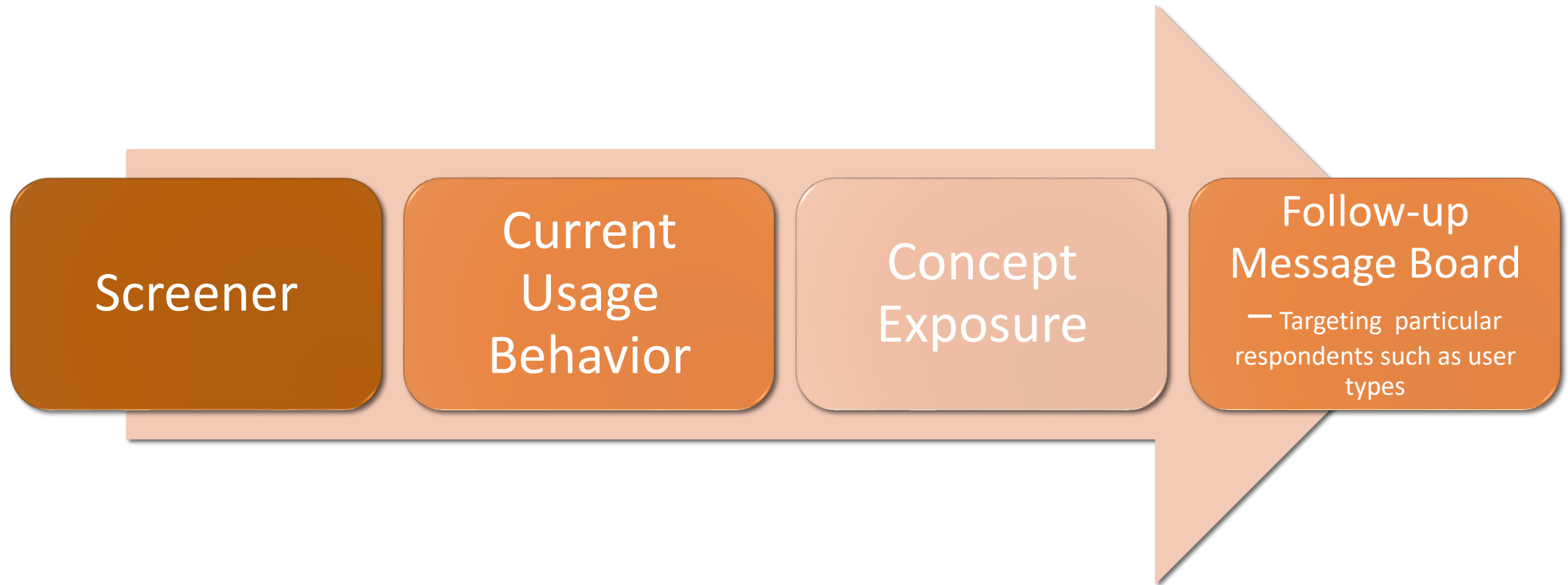
Background:

Before moving forward with work on a particular concept, the innovation team needed to understand whether a project might have on a positive or negative impact on a parent brand in terms of consumer perception and purchase behavior.

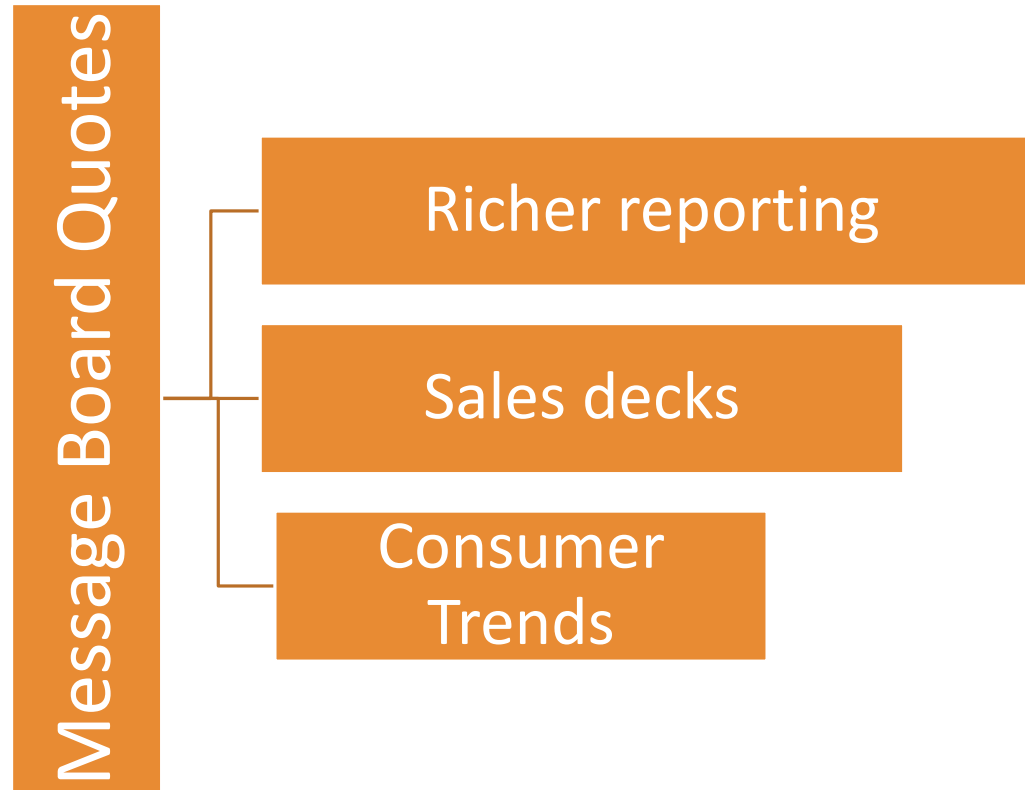
Research Objective:

To expose parent brand product users to the brand stretch innovation concept and assess their shift in brand perception and self-reported usage behavior.

Brand Impact Research Execution



Brand Impact Research Application



Creative Testing Case Study

Background:

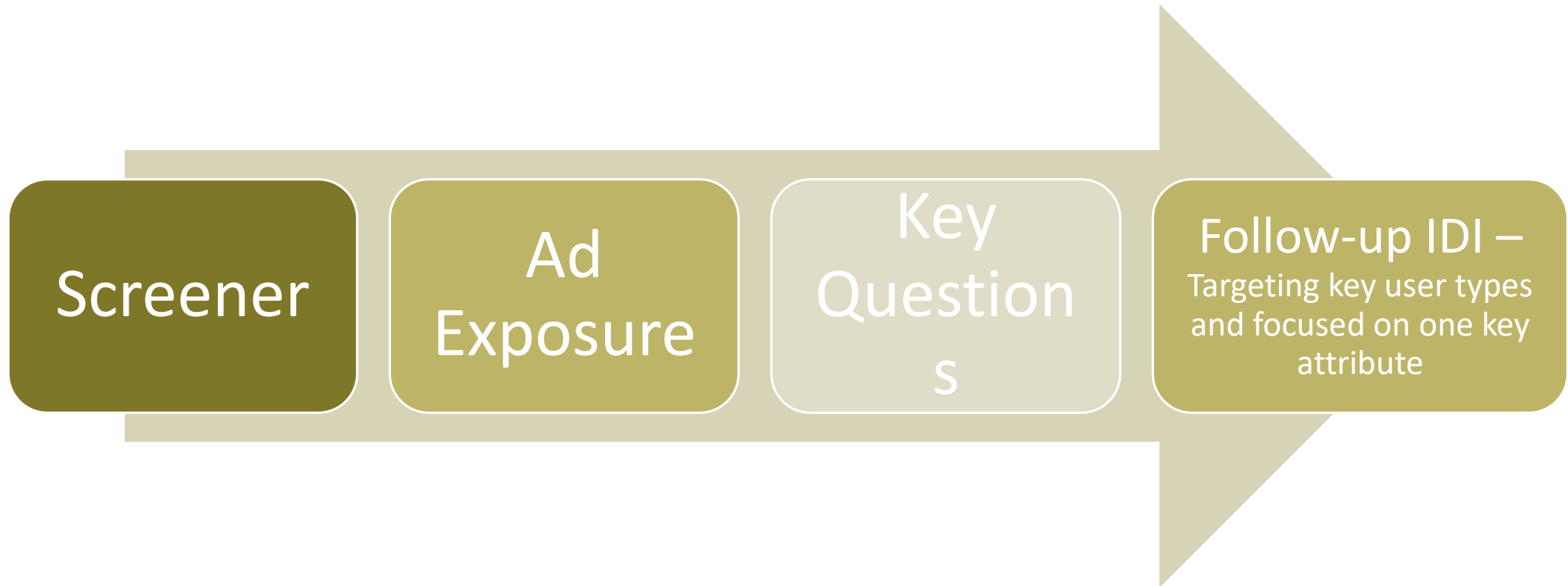
The brand team needed to understand how consumers felt about the current creative as well as advertising in the category overall. The team also wanted consumer guidance on how to tweak current ads near term.

Research Objectives:

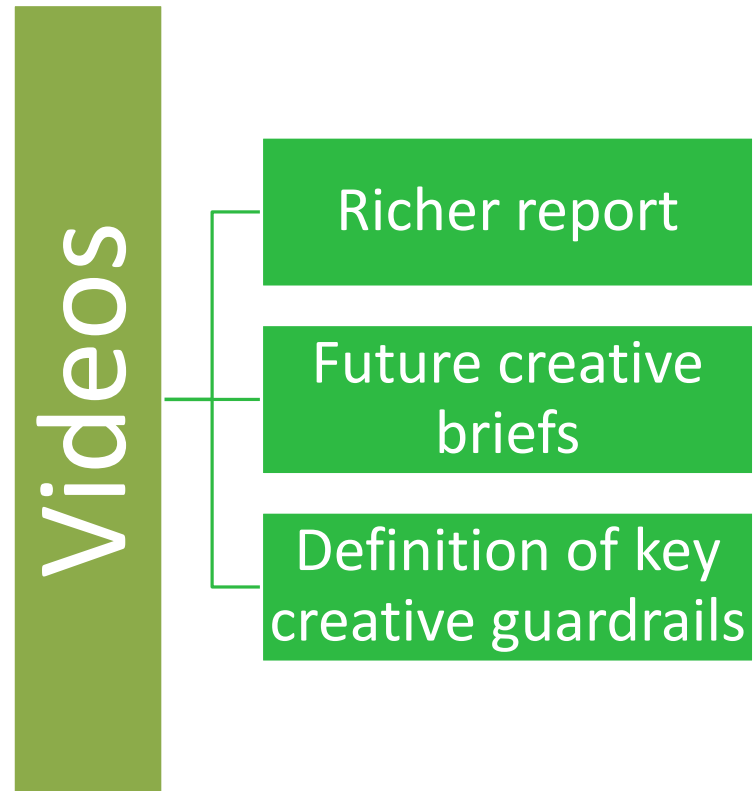
To understand the optimal ad elements to convey key product benefits in the category.

Identify how the team might slightly modify current ads for better performance.

Creative Testing Execution



Creative Testing Application



Missed Opportunities

Pricing Study

Respondents shown a shelf set of varying product prices

- Qual could have explained selection rationale of subsegments
- Qual could reveal different personas in sample

Category A&U

Respondents asked about their involvement in a category

- Qual could help understand the degree of “hard” or “soft” barriers to purchase
- Qual could have revealed why a barrier to purchase might be strictly held

Brand Tracking

Respondents ask about their level of engagement with brands

- Qual could help understand the degree to which a brand is being socialized organically
- Qual could give richer understanding of co-horts brand perception at different stages of the purchase cycle.

Learnings

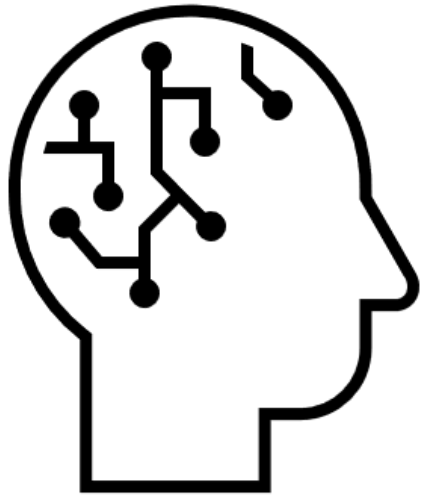
Pros	Cons
Can provide more richness in data and illustrating consumers responses	Many respondents may not be ready or available for immediate video qualitative engagement
Can explain unclear results better to understand why	Online survey participation has a different dynamic vs qualitative participation
Can be a quality check on data	Higher costs to incent qual
Can select participants based on quant research responses (can be fluid)	Unmoderated response formats yield less rich results
Consumers intuitively give more information on video	Respondents may not be able to explain especially latent learnings

Best Practices

1. Moderated qualitative methods are best to allow for probing.
2. Respondents tend to intuitively want to show and tell more in video open ends.
3. Possibly ask respondents to imagine themselves to be crafting a social media post or participating in a reality show confessional.
4. Recruiting based on key pre-determined survey responses work very well.
5. Keep questions focused on respondent data and not aggregate results.
6. Always incent participants for additional phase and field 1-2 days post survey completion.
7. Keep layered qualitative topic(s) narrowly focused.

Future Executions

- Consider scheduling follow-up interviews either during the survey fielding
- Modular fielding; focus a portion of sample particularly on completing part of survey and participating in qual
- Consider how AI probing can allow for dynamic always available moderation
- Potentially use piping respondent answers as stim for qualitative discussion



Thoughts or
Questions?
