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**COURAGEOUS  
THINKING**

# The Pluses of Post-Pandemic Qual

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*Connecting. Educating. Advancing.*

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## Agenda

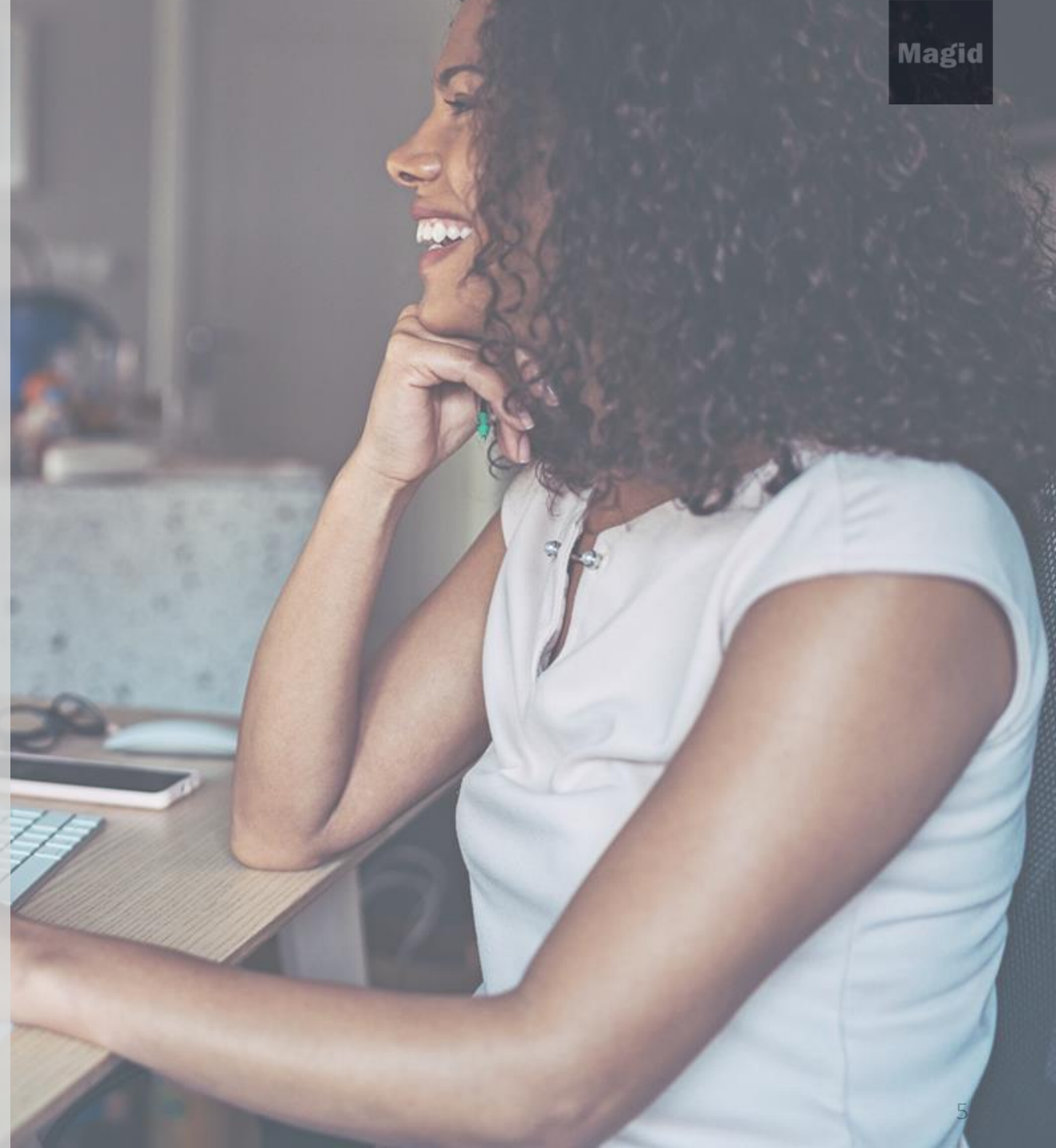
- Baseline benefits to online Qual
- 3 key trends providing value
  - Holistic understanding through mixed methods madness
  - Iterating more effectively in bite-sized bursts
  - Driving greater intimacy via remote
- Execution: Tools, tips + tricks
- Wrap-up and key takeaways

The  
pandemic  
has forced  
everyone to  
lean into  
**online Qual ...**



# Baseline benefits of **online Qual**

1. More comfortable participants
2. Greater diversity and (national) representation
3. A re-imagined backroom experience
4. Better health and safety



““ There are lots of benefits to running [online group discussions] this way but one of the biggest is the *ability to be incredibly inclusive given no restrictions on time, geography, location or accessibility.*””

*In a recent B2B group, I was delighted that we could have a respondent from the Outer Hebrides. Given the project was on behalf of an *online retailer*, being able to *understand delivery timescales expectations in all corners of the UK* was invaluable.””*

– Sarah Gorman, Two Ears One Mouth (UK)

# +1 Mixed methods madness



# +1 Mixed method madness

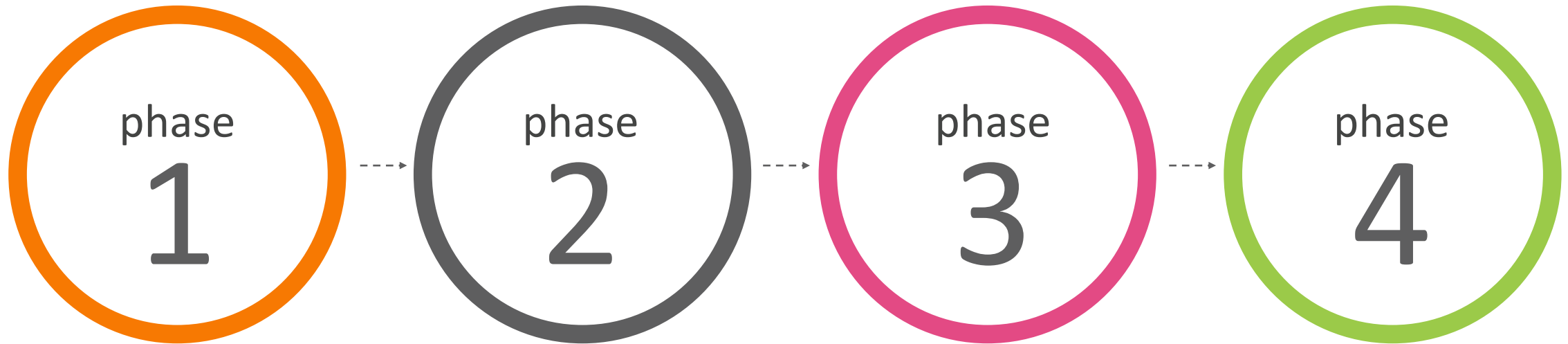
More touchpoints  
(and more context)  
get us closer to the  
**whole person** –  
and **more complete**  
**understanding** of  
the consumer  
experience





# +2 Iterative bite-sized bursts, not sprints

*Strategically staggered learning plans*



- **Product Placement (usage and experience)**
- **Positioning**
- **Concept Eval**

**Names & Claims**

- **Refinement of Positioning and Names & Claims**
- **Early read on graphic territories**

**Packaging Exploratory**

↓  
Prototype refinement  
(so must revisit usage and experience)

# +2 Iterative bite-sized bursts, not sprints

## Consumer-centric product development

- + Enhanced ability to iterate
- + Collaborative client thinking
- + Close to co-creation



# +3 Remote that ~~can be~~ is intimate



Authentic environments.  
Guards are down.  
We get to see where/how/when  
products truly live.

# +3 Remote that *is* intimate

“ I can't believe how intimate these conversations are. We're all in our own spaces, many states apart, yet this somehow feels more intimate to me than when we are sitting behind the mirror. ”

– Marketing Director, Pepperidge Farm



**Pantry Tour Truths**

# +3 Remote that *is* intimate

Bolsters client confidence in the learning + **boosts team engagement**



The pandemic has forced everyone to lean into online Qual ...  
*and we innovated*  
with virtual solutions



# + Execution: How to do packaging research

Virtual shopping exercises and shelf exploration **work really well**



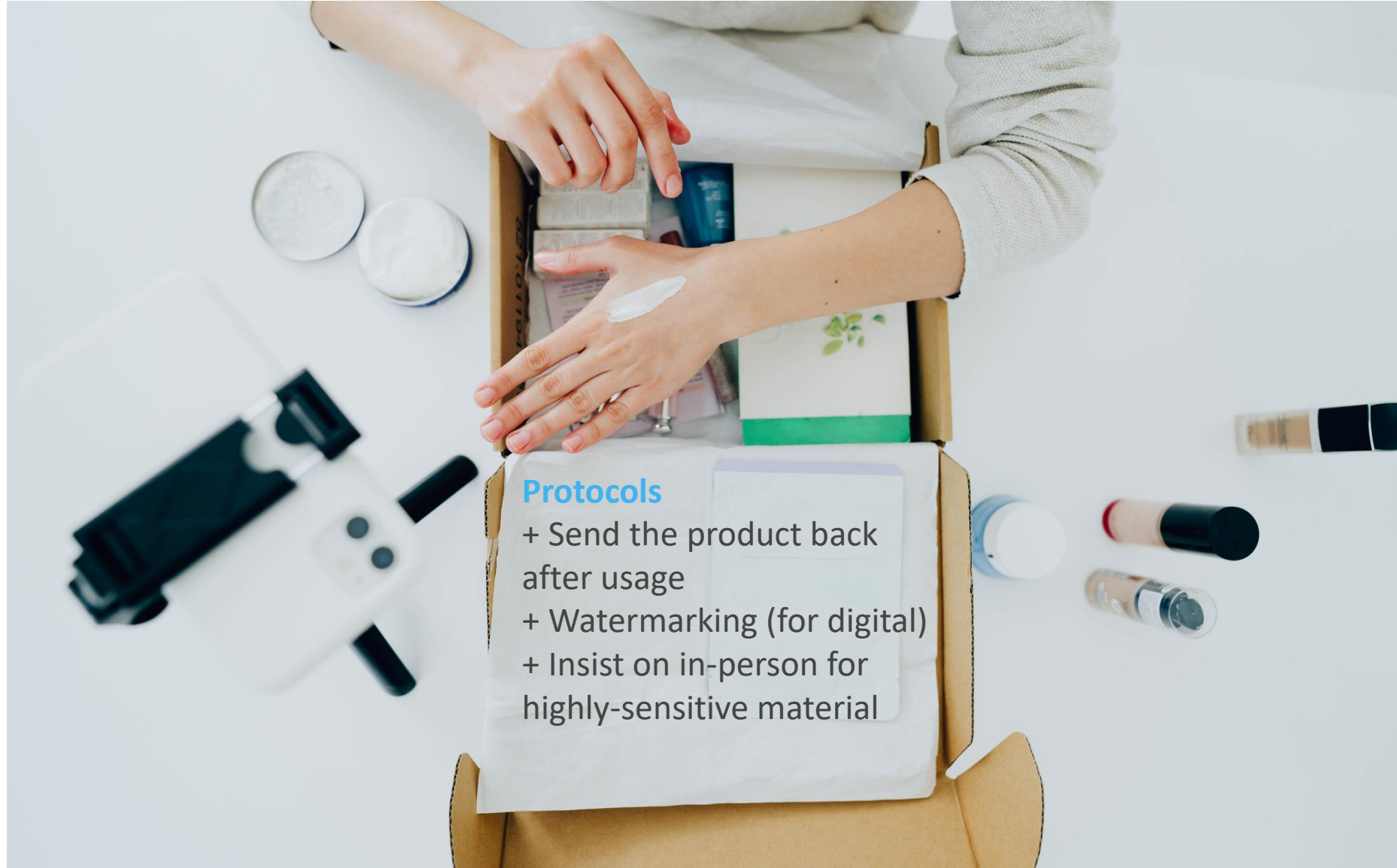
Hover over a product to see details!





# + Execution: How to handle sensitive stim

Product placement  
(for usage  
experiences)



## Protocols

- + Send the product back after usage
- + Watermarking (for digital)
- + Insist on in-person for highly-sensitive material

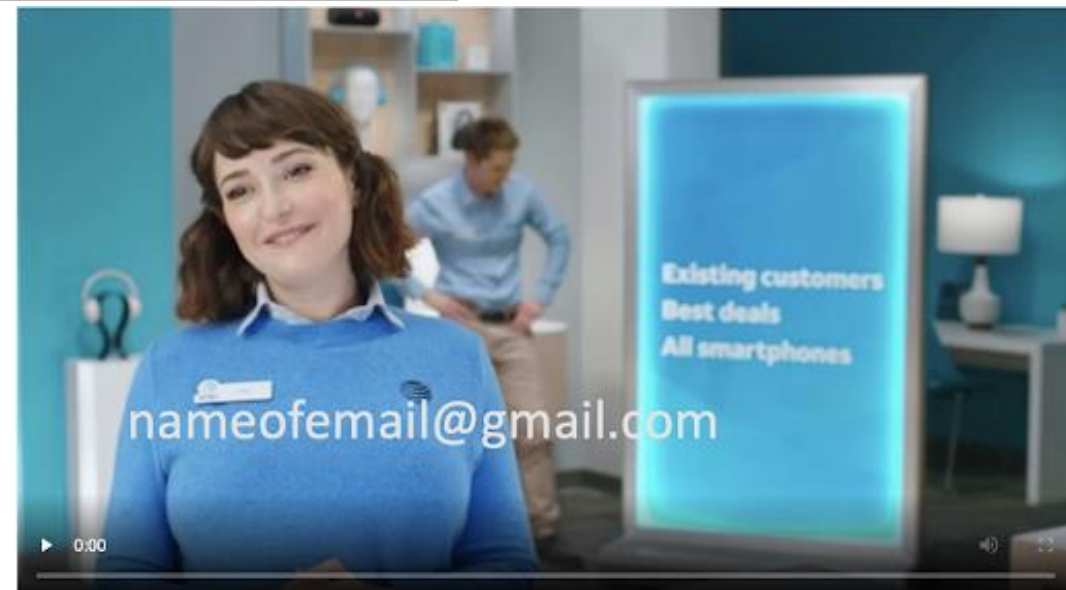
# + Execution: how to handle sensitive stim

Protecting digital assets  
(for confidential,  
sensitive material)

Watermarking option #1



Watermarking option #2



## Wrap-up and key takeaways

- **Baseline benefits to online Qual +**

*More comfortable participants are more forthcoming/reveal more, which ultimately yields better insight. The backroom experience has been reinvigorated online. We are getting more diverse representation. We can promote health and safety.*

- Holistic understanding thru **mixed methods madness**
  - Iterating more effectively in **bite-sized bursts**
  - Driving **greater intimacy** via remote
  - Phenomenal **tech tools** at our fingertips
- + **More touchpoints = deeper – and unexpected – insights**
  - + **Nimble, informed iterative development**  
**Highly immersive, collaborative clients**
  - + **Truth telling – we get to see how real it is**  
**Authentic environments**
  - + **Virtual shopping at its best**  
**Keeping stim safe and secure**

**Thank you!**



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**Thank you!**

**Beer1**

**Gondola Front End**