



Where Speed Meets Substance

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**Humanizing Insights at Scale**

The Marriage of Quant and Qual

September 2021

# The Christmas Eve Story

LEGO's, they're not just bricks

## 8 PM



## 9 PM



## 12 AM



# The MRX Reality



# A Dilemma of Impact

Why doesn't anyone want to play with us?

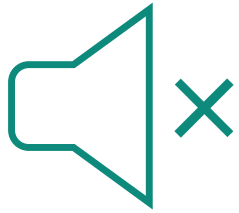


**Quant Research**



**Qual Research**

# Insights Function at Risk



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**People Aren't  
Listening**



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**Budgets and Teams  
are Shrinking**



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**Money Shifts to  
Other Data Sources**

**IMPACT first**  
**DATA second**

# The Impact First Framework



**Quant**

+



**Qual**

=

**Humanizing Insights**



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# Consumers are not just data points.

They are human beings with:



We need to capture hearts and minds to create a deeper, more holistic understanding of consumers.



**“People are only consumers for a few hours of the day. If you don’t understand how to add value to hours of their day outside of being consumers, you run the risk of creating a brand that lacks staying power.”**

Stan Stanunathan, former Executive VP at Unilever





# Humanizing Insights

Putting it into practice

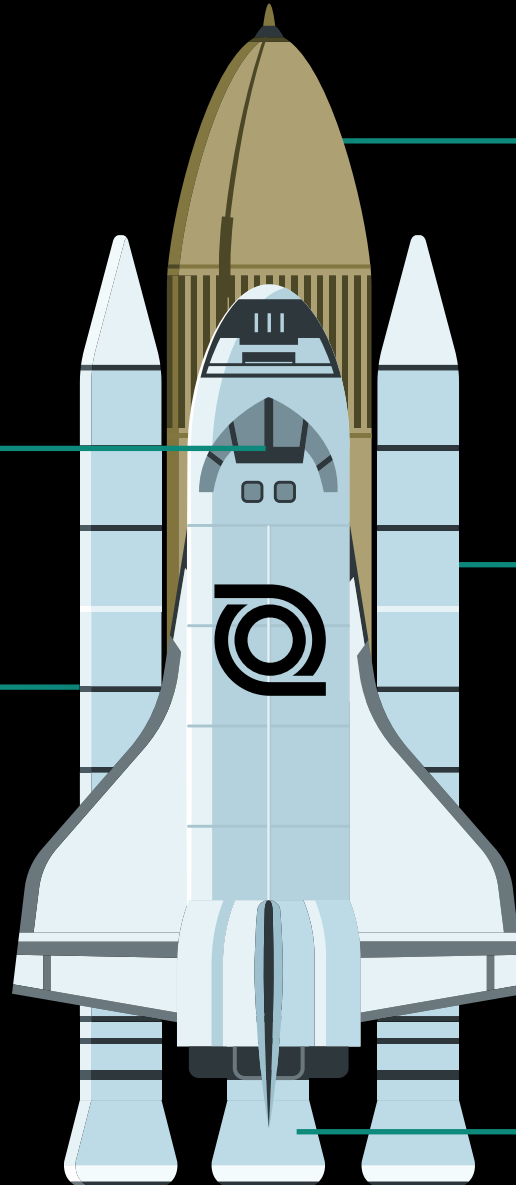
**(5) Become an Influencer**

**(4) Powered by AI & Automation**

**(3) Uncovering the WHY**

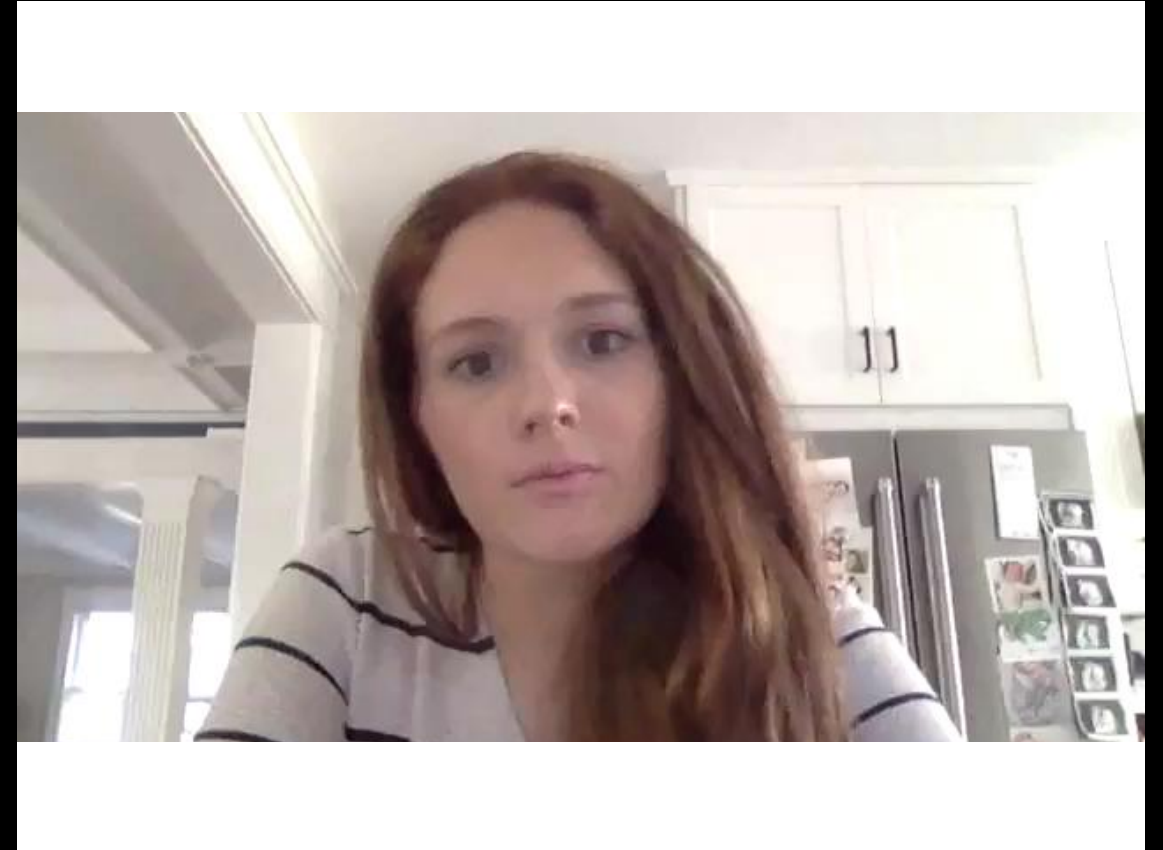
**(2) Multiple Data Sources**

**(1) Empathy not Sympathy**



# 1) Empathy not Sympathy

- Bring consumers into the board room.
- Let your marketers see their target group in real life moments.
- Generate “aha moments.”
- Derive hypothesis and test them with large scale quant studies.

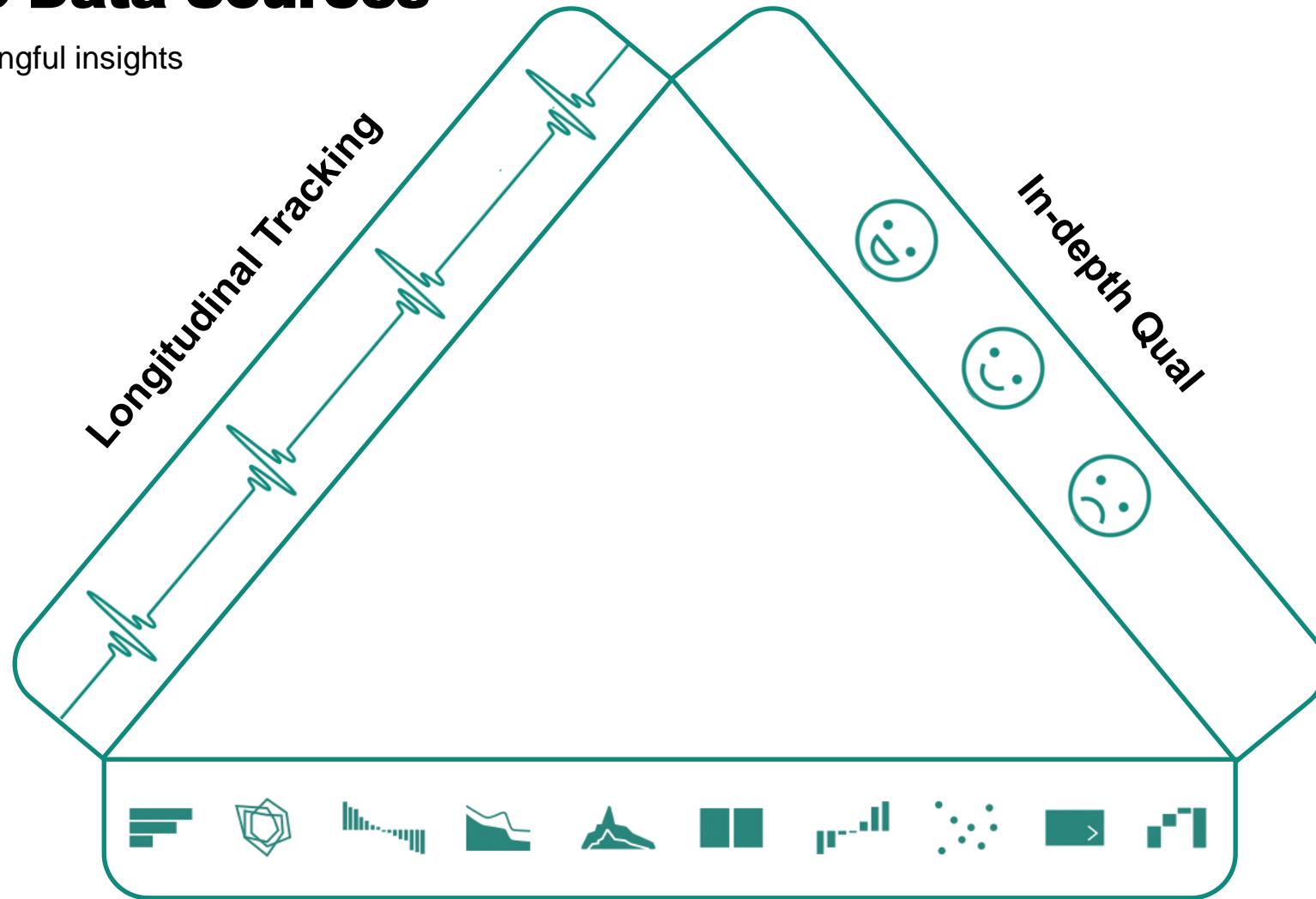


*Would you buy Kraft Dinner, Flaming Hot Cheeto's Flavor?*



## 2) Multiple Data Sources

Triangulate for meaningful insights



### 3) Uncovering the WHY

Understanding underlying goals and motivations

**Quant:**



**System 1**

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**Key Driver**

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**Conjoint**

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**Qual:**



**Unboxing study**

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**Usage occasion diaries**

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**Job to be done interview**

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**Shop-along or  
cook-along study**

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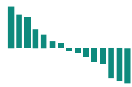
## 4) Powered by AI and Automation

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### quantilope (quant)



run large scale representative surveys



leverage best in class methods like Conjoint, Segmentation, System1, MaxDiff, TURF, KDA



share interactive real-time dashboards

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### quantilope inColor (qual)



capture consumers' real-life moments at scale



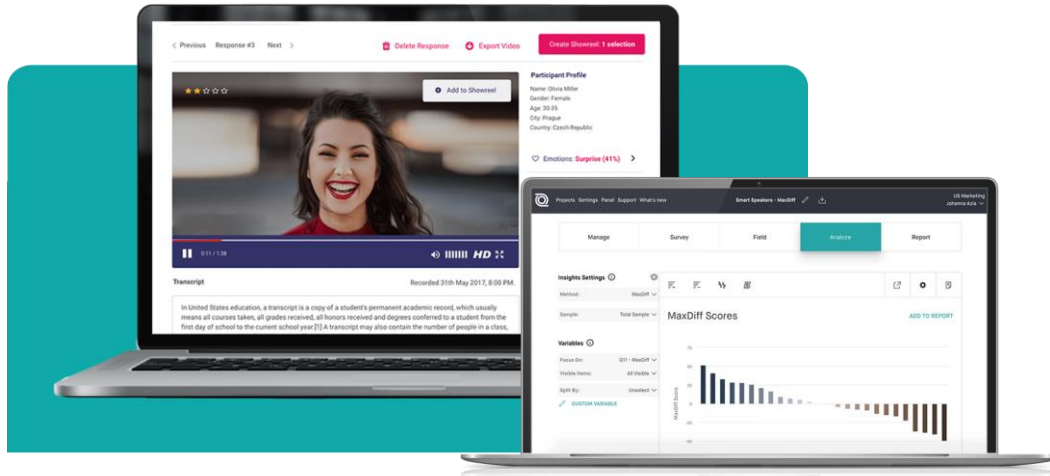
get real-time transcripts, sentiments, topic modelling, and facial-emotional coding



share video showreels with vivid insights

## 5) Become an Influencer

Balance art and science to make executive teams listen



**Outsource Data & Metrics to Machines**  
**Focus on telling compelling stories**



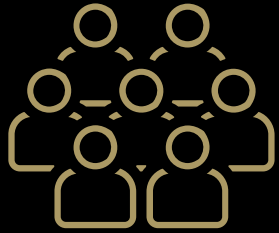
**Don't Please Executives**  
**Provoke, inspire, and challenge the status quo**

# The Outcome

## WIN<sup>3</sup>



# A Win-Win-Win Situation



**1) Researchers**  
get a seat at the table



**2) Consumers**  
get better products  
and services



**3) Companies**  
get more business



# Impactful Insights Pay Off

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**“CEOs from overperforming companies are in more frequent contact with their insights teams. They interact more than twice as often as their counterparts in underperforming organizations do (29% vs. 12%).”**

**KANTAR**

**“Client-centric companies are 60% more profitable compared to companies not focused on the customer.”**

**Deloitte.**

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**Start Your Humanizing Insights Journey Now!**

**Visit us at  
booth 709**

[sales.us.@quantilope.com](mailto:sales.us.@quantilope.com)



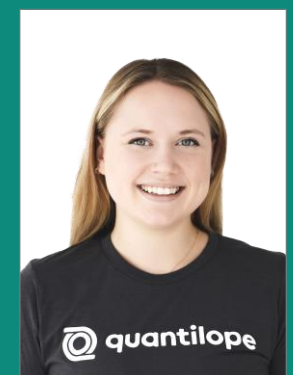
**Tom**



**Jane**



**Mike**



**Jo**



**Nikki**



**Jenny**



**Amy**



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**Currently Hiring For:** Research Consultant  
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Client Development Manager  
Associate Legal Counsel

