

Client: A world leading FMCG manufacturer

Brief: Qualitative concept development to identify the best way of taking a new clothes washing concept into the product development stage in Thailand

The solution: We used our unique **Developer Group** methodology, taking two sets of Thai consumers through multiple online discussions over the course of a week. Participants completed diaries before the first day of the group and further interactive tasks prior to each evening's discussion

Respondents returned on four consecutive evenings, with the outputs from each night used to amend and improve the concept execution, stimulus and questioning for the following evening. At the start of the research we focused on identifying and understanding the need for the new product (at a benefit level), and over subsequent evenings the idea was developed, along with supporting language and technical detail/descriptions

Outputs: An in-depth presentation of the findings to the UK team, supported by a workshop session to explore particular areas of opportunity

Impact: The process, whilst qualitative in nature, enabled the client to move from a very early stage idea through to a concept suitable for quantitative testing in a very fast and cost-effective manner





Youth Trends Insights – Qualitative

Client: An international media agency

Brief: To gather background information on the types of brands, shops and products that 18-25 year old females are currently talking about, together with the language they use to do so. The information was used to aid advert development

The solution: We used our Bulletin Board Focus Group technology to run three online focus groups among the target demographic. They were asked in advance to think about these areas, and collect relevant images over the preceding week

Respondents were prompted to talk about recent shopping experiences and the sorts of things they had seen advertised that had caught their attention. We also showed various brand logos and a selection of adverts to get feedback and capture the language respondents freely used

Outputs: In this case we provided transcripts the day after the groups ran, allowing the media agency to analyse the output themselves. There was also a telephone discussion of the findings so we could share thoughts and ideas picked up during our moderation of the groups

Impact: The process was found to be so valuable that the agency commissioned the study as a tracker, talking to people once per quarter to ensure they stayed abreast of current trends

