

# A new generation of research



At Qubiq **our philosophy** to research is simple;

- Deliver great research, without unnecessary complication
- Make the most of the potential offered by an online environment

We're not out to revolutionise the world, we just want to bring a more creative and innovative slant to research – making things more interesting for those who take part and more rewarding for those that benefit from the outputs.

## A creative & flexible approach

Every piece of research is different. Sometimes you need all the bells and whistles, and sometimes you just need a quick answer to a simple question. At Qubiq we're determined to **give our clients precisely what they need**; upfront advice, an approach tailored to their needs, flexibility to adapt to timescales and budgets, and straight-talking debriefs. Simple really!

We like to think of ourselves as a reasonably creative bunch, which is hopefully reflected in the way we conduct and present our research. And, because we're solely focused on online research, we really know how to get the most out of this medium, whether it's for qual or quant projects.

We're not a load of techno geeks with no research experience either! Everyone at Qubiq knows their way around a computer, yet we all have a **solid research background**, which is important as it means you're **guaranteed creative thinking, excellent project management and real insight**.

And just because we're online, it doesn't mean we're faceless. We're really keen to build relationships with our clients, so a face-to-face briefing meeting or a chat mid-way through fieldwork is always encouraged.

**qubiq**  
ONLINE

## Committed respondents = better data

We acknowledge the importance of the respondent in the research process. Our surveys are engaging, challenging and interesting, so you get more considered and accurate data, leading to better business decisions. **With our research everyone's happy!**

## What type of research do we do?

We're a pretty experienced and varied bunch, which means we've been involved in research across loads of different areas and feel right at home conducting concept tests, ad and pack research, product tests, satisfaction surveys and online qual. But we're also pretty handy at large scale usage and attitude surveys, pricing research (using a range of advanced adaptive techniques) and, of course, simple, fast-turnaround projects which can often allow proper research in place of educated guesswork!

As you'd expect the vast majority of our research, whether it's quant or qual, is conducted online. But we're part of the **mmr research group** which as well as providing us with some of the best statts around (very useful when it comes to getting the most out of your data), also means we can seamlessly handle mixed-mode projects, using online where it's best suited and face-to-face elsewhere.

## So why Online?

To be honest it's increasingly a case of why not!

- **Better surveys;** the use of interactive data collection techniques and adaptive questioning makes the interviewing process more engaging for respondents, opening up exciting new research approaches and leading to better quality data and more accurate results

Check out the demos on our website ([www.qubiq-online.com](http://www.qubiq-online.com)) to learn more about our interactive survey techniques.



- **Robustness;** Internet penetration is high enough and panel sizes large enough, that we can conduct robust and representative research in most developed countries. It's also really cost effective and easy to run multi-country projects online
- **Less bias;** online is much more convenient and less intrusive than face-to-face or telephone interviewing, with no interviewer present to bias results; making it great for sensitive topics and for reaching busy target groups
- **Speed;** Fieldwork can be turned around quickly, and we can ensure excellent geographic coverage
- **Go Green;** there's no paper, so you'll be doing your bit for the environment too!
- And of course **cost;** the cost advantage is often top of people's list. Online can be extremely cost effective especially with larger sample sizes, or where you're looking to find hard to reach respondents

To chat about your next project,  
call **01491 822555**.  
Find out more at [www.qubiq-online.com](http://www.qubiq-online.com)

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