

Getting Closer to the Consumer Through Quant/Qual Hybrid Research

- **Broaden the value** of any stand alone Quant research initiative
- **Reveal the “why”** behind consumer perceptions and attitudes
- Streamline the research process with **real-time insights**
- Create action plans **more quickly**



This audience-setting Quant session is conducted with an immediate follow-up focus group. In Phase 1, consumers respond to stimuli via a wireless handheld device; and in Phase 2, a subset is selected via real-time tabs for the focus group to immediately drill down to the "why" behind stimuli reactions.



Through our partnership, we conduct an internet dialogue similar to our in-person tool. The session includes a blend of Quant questions and follow-up Qual discussions by a professional moderator with all or individual participants. The client team can add questions "on-the-fly" to address learning during the group.



Add richness to online Quant surveys through mini one-on-one deep dives. A moderator spends 10 minutes with a subset of the Quant base to investigate consumer's "true voice": why a reaction was given, product improvement suggestions, etc. – the drill down subjects are limitless.

Which Business Issues Can Our Techniques Address?

Our suite of tools works wherever there is a need to get closer to the consumer.

- Bringing to life the "reasons to believe" behind product positioning
- Enriching Benefit Hierarchy learning by understanding how new product benefits would bring "delight" to the category
- Digging deeper on the where/when/how of brand usage in an A & U
- Attached to a Problem Identification survey, probing on how solutions to the largest problems would improve experience
- Highlighting HUT product reactions

These research methods aim to be the glue that joins consumer preferences with their motivations, bringing the findings to life and providing a more complete consumer frame of mind.

Let RTi Research help you get closer to your consumers.

The RTi logo, consisting of the letters "RTi" in a bold, white, sans-serif font, set against a blue circular background with a grid pattern.

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