

July-August 2008

In-depth and accurate MR conference summaries since 1997, from the publisher of

RESEARCH BUSINESS REPORT  
RESEARCH DEPARTMENT REPORT  
PHARMA MARKET RESEARCH REPORT  
[www.rflonline.com](http://www.rflonline.com)

Important things you missed at recent MR & Intelligence conferences

IIR                      8th Annual Shopper Insights in Action                      Chicago, IL                      July 14-16, 2008

## Bringing Some Qual & Quant Best Traits to Each Other

**Main Point:** Online hybrid (qualitative/quantitative) technology seems to be a 21st Century, difference-making research methodology. “Engage,” more than simply combining qual and quant methodologies, can shore up the respective weaknesses of qual and quant by delivering projectable quantitative data and the qualitatively-derived ‘why’ behind it.

RCR impressions of content:    **Freshness:    B**  
   **Relevance:    A**  
   **Practicality:    A**

“Hybrid studies combine qualitative and quantitative techniques, going beyond numbers while validating qualitatively-arrived data,” explained VP-Research **Peter Mackey** of **Invoke Solutions** (Stamford, CT). “Hybrid’s budget effectiveness comes from using the same respondent for multiple purposes and cutting down on field time.”

Invoke’s qual/quant research methodology, “Engage,” uses live online research sessions of 25- to 200-people and “asynchronous MR sessions that simulate the live participant experience,” Mackey described. As respondents answer questions and agree/disagree with each others’ comments, moderators can interject questions to the pre-programmed guide and chat one-on-one with participants. “Hybrid methods create interactive environments in which *all participants* can comment,” he continued.

Compared to focus groups, he said, online hybrid tools offer far greater scale and geographical dispersion, qualitative insights without interference from dominant personalities or “group think” and more honest, open feedback. “Compared to online quant surveys, our verbatims are 50% more likely to reflect emotional content, and four times more likely to reflect respondents’ life and values,” he shared. Invoke’s new qual-quant asynchronous study capability can, in many cases, replace quant altogether, as up to 1,000 people provide data.

**Unilever** (Englewood Cliffs, NJ) Manager of Shopper Insights, **Rosanne Olken**, praised this “best-of-both-worlds methodology. For us, it allows collaboration, dynamic participation of internal and external parties, examination of shopper segments, rich, quantifiable, high-quality data, easy-

to-use deliverables, timely results and development of a clear, actionable story,” she said. “Projectable qual data from hybrid methodologies like this one delivers a more complete shopper point of view, which we leverage against conversion, cross-purchasing and customer differentiation.”

Unilever has worked with Invoke to understand HBA shopping habits at specific retailers; explore shopper needs and preferences in specific categories; test new product concept viability at specific retailers; test merchandising/messaging ideas; determine implications of package design changes with shoppers and examine the relative merits and challenges of specific SKUs.

Cost and time savings are a key benefit of qual-quant methods, Olken added. “Condensing research into one phase can get us the necessary insights in two to four weeks. Invoke sped up our project execution, delivered greater insights and reduced service costs.”

Olken said hybrid techniques address several big shopper insights challenges. “Combining qual and quant produces quant data about ‘what people do’ and ‘why’ in one setting,” she explained. “The conversational tone is comfortable for respondents, and moves them beyond closed-answers. We find more actionable storytelling than using quant alone.”



Peter Mackey

For more information, contact: [peter.mackey@invoke.com](mailto:peter.mackey@invoke.com)  
[rosanne.olken@unilever.com](mailto:rosanne.olken@unilever.com)

Reproduced from the July/August 2008 issue of *Research Conference Report* by RFL Communications, Inc. (Skokie, IL). RFL also publishes market research newsletters *Research Business Report*, *Research Department Report* and *Pharma Market Research Report*. For more information about these publications, call RFL at (847) 673-6284, send an e-mail to RFL at [info@rflonline.com](mailto:info@rflonline.com), or, you visit <http://www.rflonline.com>