

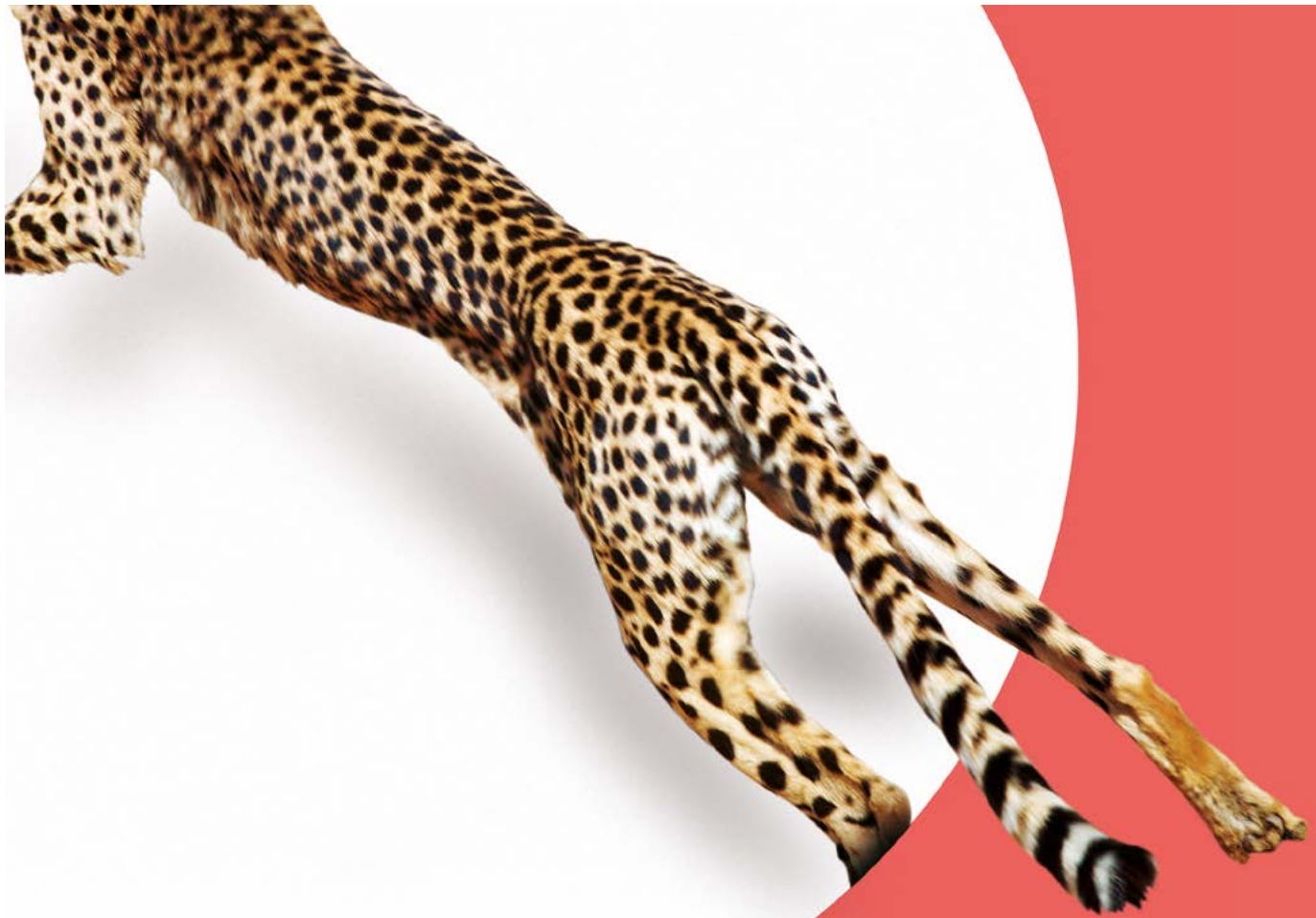


Ipsos MORI



THE NEED FOR SPEED OVERNIGHT QUAL

Thought Piece
2017



**DO YOU EVER
ACT ON GUT
FEELING?**

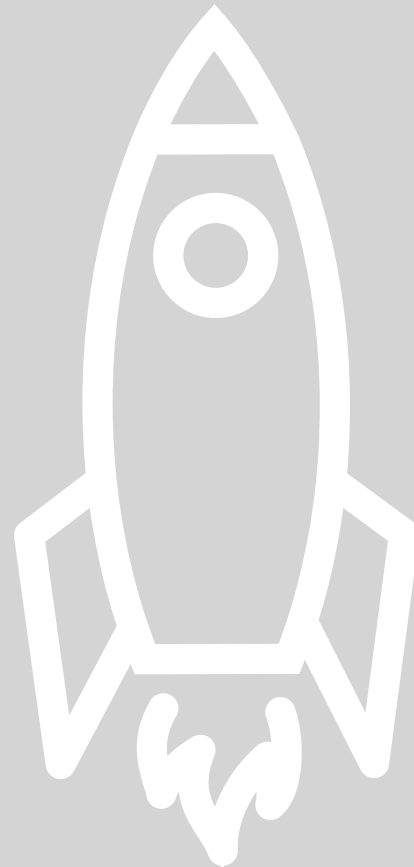
Do you ever act on gut feeling? That sense you know what to do or how to act without much conscious thought? The more experienced we are at something, the more reliable our 'gut' reactions are. Studies have shown that acting on your experienced 'gut instinct' can prove valuable when making decisions.

This ability to generate the best options first is characteristic of experienced athletes and musicians – Andy Murray, Nigel Kennedy or Jessica Ennis-Hill and similarly, experts in various fields such as firefighters and pilots.

An 'expert gut feeling' is something to foster in a world that values instant gratification, information on tap and where fast is never fast enough. Gone are the days of the long 'working' lunch – in fact one in eight Brits never even take a lunch break¹. We eat at our desks and work online beyond the physical work space – in bed, in pyjamas, on the go.

The sheer speed at which information is now delivered to us has accelerated exponentially. In 1805, it took 17 days for the news of Nelson's victory at Trafalgar to reach London at a speed of 3mph. Sixty years later, news of the death of Lincoln in 1865 took 13 days at 13mph. Trump's 2016 victory took less than 5 seconds to reach London at the hurtling pace of 4,147,920mph.

Trump's victory
4,147,920mph

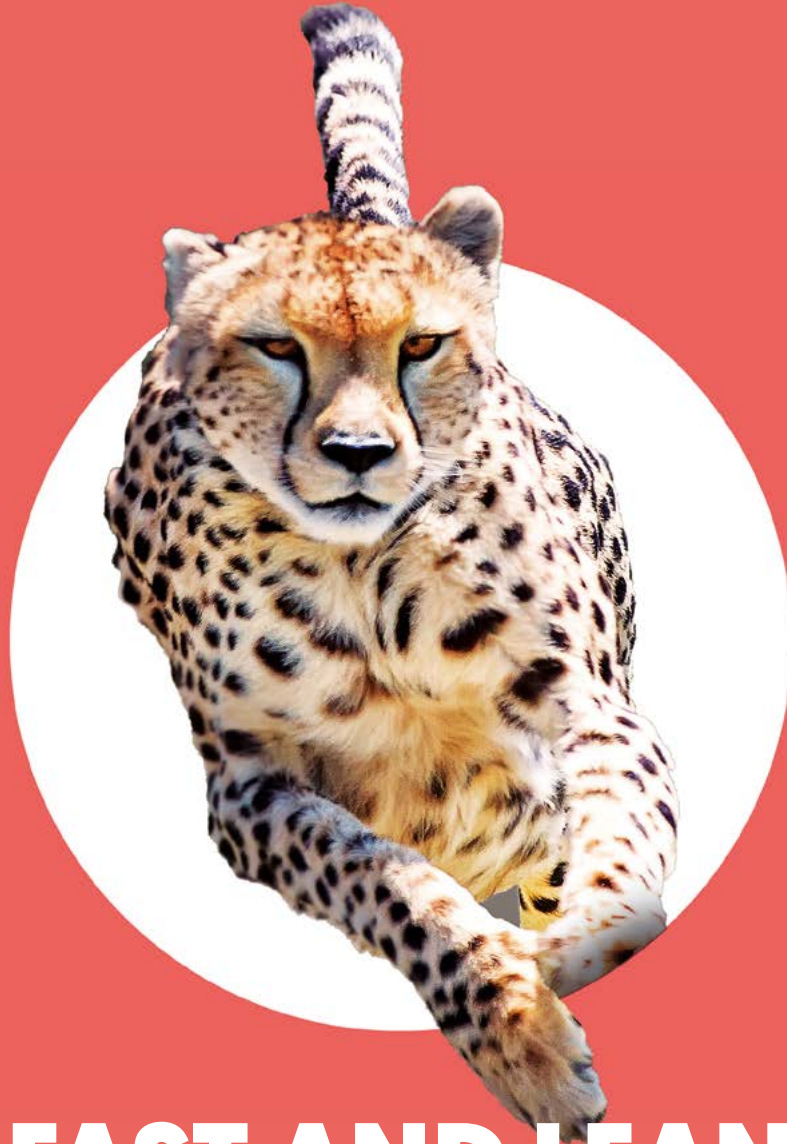


Nelson's victory
3mph



Lincoln's death
13mph





FAST AND LEAN
OVERNIGHT QUAL

“Overnight qual was a great option for our team. Despite being pushed for time, we were able to explore the perception and understanding of the concepts in great depth. The insight that we got from the research was very clear and actionable, really allowing us to make meaningful changes ahead of the quant testing”

Maresa Caesar – Unilever

It's not just news and information that is being consumed quickly. Businesses are missing out financially by not getting their ideas into the market place on time. Ask the Winklevoss twins what they lost by not releasing their social network quickly enough.

In this reality, where our clients are juggling tight timelines to address business questions and meet internal deadlines – fast decision making is key. It's not uncommon for our clients to apologise for the speed with which they want us to deliver insights, but we prefer to embrace rather than apologise for the need for speed.

We're harnessing our expert gut reactions and have created a fast and lean qualitative approach – Overnight Qual – to deliver insights as quickly as we can. It capitalises on the visceral reactions of consumers in response to different stimuli, whether product or communications, echoing their instant decision-making in store or at home

to help with optimisation. No more apologies for limited time. We endorse it. And so have some brands.

A global household cleaning brand had an urgent need to explore why New Product Development [NPD] concepts were not performing well post a quantitative study. Over the course of 24 hours, consumers were exposed to three concepts, responded to each, and provided suggested improvements. This gave the client clear guidance on which concept to move forward with and how to optimise it in time to meet their internal deadline.

Overnight Qual is also beneficial for multi-market studies. A well-known electronics brand had a two-week deadline to assess and optimise a campaign across six markets including Japan, Netherlands and USA. Consumers were exposed to television and print assets. Our client was able to meet the demanding two-week deadline and understand the impact the

**STOP APOLOGISING
FOR SPEED**



new campaign would have on their brand and how to strengthen these assets.

How is this possible? We've streamlined the process from recruitment to reporting and leveraged our educated gut feeling to extrapolate what's critical. This approach is ideal for a quick qualitative steer on various stimuli – from creative ideas and scripts to NPD concepts and media content. Clients can expect diagnostics of stimuli and a sound understanding of which stimuli is stronger and why.

Critically, this is all conducted at breakneck speed – with fieldwork often while our clients sleep – and the whole process, from brief to delivery of debrief being possible in just five days². This feat, using traditional qualitative approaches, is very challenging. But it equally demands speed within clients' organisations – logistical details such as having stimuli ready in time, fast internal sign off procedures and the ability to capitalise on quick consumer feedback to translate into quick decision-making.

Whilst Overnight Qual is not the answer to all qualitative research needs, it's great for testing and optimising a limited number of concepts or quickly sanity checking ideas across multiple markets.

So, join us on the Overnight Qual journey and let's stop apologising for speed.



NPD & COMMS EXPERT

Natalie is a Qualitative Director, who has a strong interest in new techniques. She's mastered OVN qual and delivered strategic insights to clients on content from NPD to creative development.

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1 Source: Ipsos MORI, August 2016, 1,387 British adults 16 – 75, online, data have been weighted by age, gender, region, working status and social grade to the known offline population profile.

2 One English speaking market only

ABOUT IPSOS MORI

Ipsos MORI, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses, the FTSE100 and many government departments and public bodies.

We are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

