

QUALITATIVE DIVES ADD DEPTH TO DATA



No one brings the human understanding to research the way we do at Ipsos UU.

We are the largest collective of qualitative researchers in the world, backed by the cultural intelligence of Ipsos' global network.

We HUMANIZE DATA to build empathy for all people – in a way that drives action.

Qualitative + Quantitative Provides More Holistic Insight

Qualitative research can be layered into a number of quantitative approaches, helping you understand **WHO** your target is and **WHY** they behave the way they do. Our qualitative consultants custom design every research engagement with projective exercises and frameworks based on your business objective, with approaches ranging from immersive / ethnographic, to online diaries, to webcam discussions.

Below are three key examples of when diving into qualitative has a big impact in driving action for a brand.

1 IDEA Dive

IDEA Dives help inform creative or innovation, from:

- Immersive qual to **uncover relevant consumer insights** or **big ideas** to inspire the creative brief/development process, to
- **Consumer reactions and optimization opportunities** to early ideas / direction / storyboards prior to development and validation

IN ACTION: Immersions uncovered why current communication was not resonating with a key target, resulting in a **more authentic, inspiring, insight-forward brief** (and **in-market copy**)

2 WHO Dive

WHO Dives can take place before and after quantitative segmentation:

- Before, to highlight **motivations** and consumer **language** to **fuel quantitative attributes**
- After, to **bring to life** and **socialize/activate segments** through rich immersive work

IN ACTION: Ethnography provided a **holistic view** of key targets, engaging the team through an **activation workshop** and **empathy-driving films**, keeping consumer insights **at the heart of business decisions**

3 WHY Dive

WHY Dives take place after any quantitative survey:

- We leverage a **sub-set of consumers** from the quant based on their responses to key questions/metrics
- **Conversations are custom-designed** to address knowledge gaps, dig into motivations or attitudes, or explore new ideas inspired by the data

IN ACTION: IDIs uncovered the **WHYs behind data** evaluating shelf elements, **taking insights further** by **co-creating ideal features** for an **optimized lead recommendation to present to leadership**

For more information
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