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May 2012 • Vol. XXVI No. 5

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Quirk's Marketing Research Review
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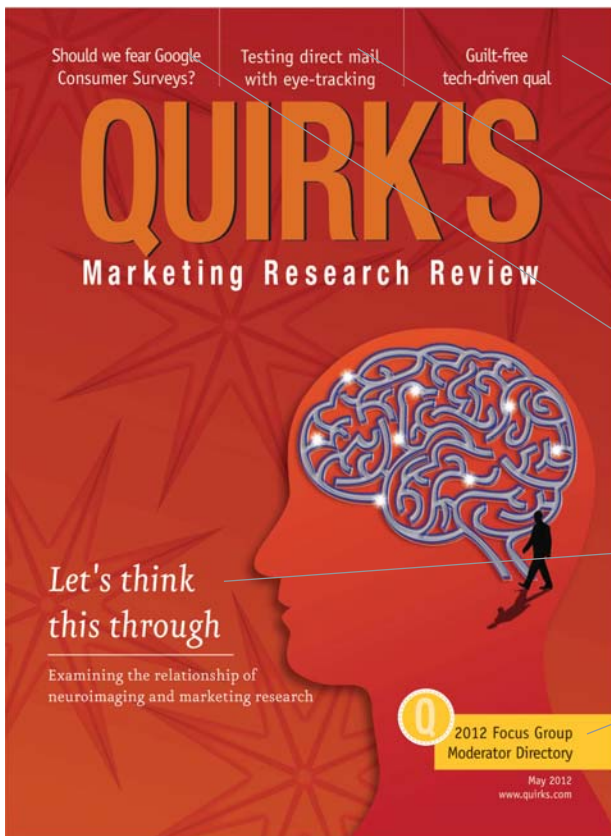
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In Case You Missed It

news and notes on marketing and research



●●● retailing research

Mobile technology helps consumers shop in-store, buy online

It's no secret that young, tech-savvy women are the likeliest candidates to integrate mobile technology into their in-store shopping but with the Internet at their fingertips while out and about, it's hard to ignore the attractive online prices that beat out big-box stores.

Minneapolis research company ClickIQ conducted a study find out which retailers technology-enabled shoppers visited to research a product and where they eventually purchased the product. Respondents possibly visited more than one retailer but retailers most frequented by these respondents were Best Buy (36 percent), Walmart (30 percent) and Target (29 percent).

To find out what happened after the in-store research was complete, respondents were asked where they eventually purchased the product they were researching. From the survey results, Best Buy did the best job of retaining the sale, as 35 percent of those who researched at Best Buy ended up purchasing at the Best Buy store, with another 14 percent purchasing at bestbuy.com. Another 21 percent purchased the product from Amazon. Of those who did their research at Target, 29 percent purchased at the Target store, 8 percent purchased at Target.com and 21 percent purchased from Amazon. Walmart retained the in-store purchases of 26 percent its shoppers, while 10 percent purchased at Walmart.com. Walmart lost 24 percent to Amazon.

When respondents were asked why they made the purchase where they did, an overwhelming 67 percent stated price as the determining factor. Lagging behind was availability (14 percent), features (8 percent), free shipping (7 percent) and already at the store (4 percent).



●●● consumer research

White alright: the reign of Betty continues

Betty White continues to be the most appealing celebrity in America, enjoying a second year at the top of the list, according to the results of an annual report on the state of the celebrity market from E-Poll Market Research, Encino, Calif. Others in the top 10 include Sandra Bullock, Michael J. Fox, Tom Hanks, Robin Williams, Morgan Freeman, Clint Eastwood, Carol Burnett, Pauley Perrette and Cote de Pablo. Dropping out of the top 10 was Will Smith.

Parks and Recreation funnyman Aziz Ansari heads the list of biggest gainers, with a 16-point gain in appeal. Melissa McCarthy, Aaron Rogers and Andy Samberg are also notable names from the top-10 gainers.

Tyler Perry and Shaun White experienced the largest declines in likability. Perry was in the news for the portrayal of characters in his movies and TV show, while White's appeal sagged in a non-Olympic year. Paula Deen, Mark Sanchez and Selena Gomez also appear on the list of biggest decliners.

The Up-and-Comers category tracks celebrities who may be poised for a breakout, measuring the biggest gains in awareness among celebrities with less than 15 percent total awareness. Supermodel Miranda Kerr heads this list, which also contains Jennette McCurdy (*iCarly*), Cory Monteith (*Glee*) and Derrick Rose (Chicago Bulls).

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Is Google being evil with Consumer Surveys service?

Last year I heard an industry observer warn an audience of client- and vendor-side people that it wasn't other research companies or fellow researchers that they should be worried about making them irrelevant. Rather, he said, it was the likes of Facebook, LinkedIn and Google that were the bigger threats to eat marketing research's collective lunch.

Well, based on the late-March announcement of its long-rumored Consumer Surveys service, Google appears to be sharpening its cutlery.

In a nutshell, Google is positioning the service to everyone from Fortune 500 companies to "the local bike shop" as a fast, low-cost response to traditional research (which, Google notes in a promotional video, can be "slow and expensive") that allows users to test product pricing, packaging concepts or measure brand awareness, etc., one question at a time.

Respondents must first answer the survey question in order to gain access to premium content on the Web, such as news articles or videos, rather than having to sign in or pay to do so – in theory making the taking of the one-question survey a painless and free way to get what they want and thereby increasing response rates. Publishers of the sites bearing that premium con-

tent are paid as their users respond to Google Consumer Surveys questions.

Google is offering an explanatory white paper by Paul McDonald, Matt Mohebbi and Brett Slatkin at www.google.com/insights/consumersurveys/static/35798047959206563/consumer_surveys_whitepaper.pdf. And more info is also available at www.google.com/insights/consumersurveys.

Been predictable

Online reaction to the debut has been predictable, ranging from doom-filled to ho-hum, mostly depending on whose ox is being gored. Those at firms already offering similar DIY-ish tools tried to put a positive spin on things by noting that the advent of Google Consumer Surveys proves the viability of their own services. One anonymous wag posted a less confident view: "I think everyone in the industry just peed their pants."

For its part, Google is saying all the right things, in terms of making sure the service won't lead to bad surveys and correspondingly bad data. Danny Sullivan, writing on marketingland.com, posted snippets of an e-mail interview he did with Google's Paul McDonald.

"I think your concerns about the quality of the data from self-service survey platforms are well known in the research community," McDonald wrote. "As the mantra goes, 'Garbage in, garbage out.'... We try to encourage survey best practices in our help content, program policies and by providing survey templates to guide new researchers. For example, leading



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Joe Rydholm can be reached at joe@quirks.com

questions, push-polling and irrelevant survey text are all prohibited.

"In the end we are providing a platform which can be used to create professional and statistically accurate surveys. We believe users who view these reports can spot questions that will lead to a biased result and will make a call on the effectiveness of the survey creator."

Wresting of control

Where does this leave the industry? Only time will tell. The real threat doesn't seem to be a worsening of research's image but rather a potential wresting of control of the platforms and vehicles by which it is conducted. Think about it: Google has its own operating system that powers hundreds of millions of mobile phones and computing devices around the world. It controls a large percentage of the process of online search and online advertising. It sits on an impossibly huge pile of transactional and behavioral data.

I'm not prescient enough to know what all of that means. But I do know that it demands our continued attention and, potentially, more than a little of our fear. 



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••• beverage research

Move over, soda

Daily soft drink consumption declines; coffee and tea increases

As major beverage manufacturers plan to increase global marketing expenditures, 38 percent of adult Americans are drinking fewer carbonated soft drinks compared to just one year ago, according to a study from Vancouver, B.C., research company Vision Critical. This is the largest year-over-year drop among non-alcoholic beverage categories tested and suggests that some consumers are actively paring back on daily carbonated soft-drink consumption.

Concerns over the perceived healthfulness of carbonated soft drinks are the main driving force behind the decline in consumption. Nearly two-thirds of Americans believe that carbonated soft drinks are not good for their teeth (64 percent) and over half say they have too much sugar (53 percent). Despite

these concerns, more than one-third of Americans see carbonated soft drinks as their guilty-pleasure beverage (39 percent) or drink them as an indulgence (33 percent). Females are more likely to see carbonated soft drinks as a guilty pleasure or indulgence (43 percent) than males (34 percent), keeping them engaged in the category despite concerns over the healthfulness of their beverage choices.

The decline in daily carbonated soft-drink consumption is being driven by females and older consumers, both of whom are also more likely to consume tea or coffee daily. Males had a 7 percent net year-over-year decline in daily soft-drink consumption, compared to 30 percent for females. Older respondents are also less likely to report daily consumption of carbonated

soft drinks while their intake of tea and coffee increased.

To combat health-related concerns, beverage manufacturers have released new low-calorie or diet alternative soft drinks, such as Coke Zero, Pepsi Max and Dr. Pepper 10. Despite these efforts, regular soft drinks still dominate consumers' self-reported share of beverage consumption (60 percent on average), with diet and zero-/low-calorie soft drinks showing more modest consumption patterns (28 percent and 12 percent, respectively).

Compared to coffee and tea, carbonated soft drinks still fill unique needs and occasions. Soft drinks are the top non-alcoholic beverage for "while on the go" and "during a typical lunch," while tea/coffee is number one "to kick off my day" and "when I'm feeling tired." Preference for these beverages is split for "a quick afternoon pick-me-up" and "as an evening treat," suggesting that both are thought of as indulgences that help keep consumers alert.

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••• millennials research

Come on, get happy

U.S. youngsters feel happiest during summer and on Saturdays

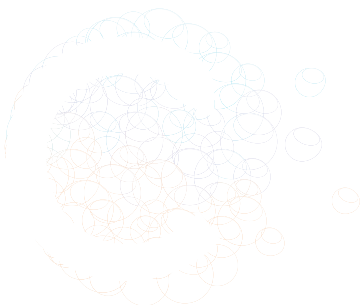
Nearly six out of 10 Americans ages 15-to-25 consider themselves to be happy and only one out of eight feel unhappy, according to a study from InSites Consulting, a Ghent, Belgium, research company. Good music makes American youth the happiest but being challenged/getting somewhere and contact with friends/family come in second and third, respectively. Learning something new, sex and holidays are the last items in the top five of sources of happiness.

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Youngsters were also asked to describe the days in their lives that they would never forget and which emotions they felt on that specific day. Out of the 401 stories shared, about 45 percent were linked to a happy feeling. About 16 percent were sad and 14 percent were surprises. The most recurrent special occasions making youth happy were: meeting the love of their life; getting married; earning a degree or a driver's license; an extremely good sports achievement; and the very first kiss.

Events that made youngsters unhappy were their parents divorcing, being diagnosed with a serious illness, being cheated on by their partner and losing someone they care about. Meeting the love of their lives and extreme physical experiences like mountain climbing or skydiving were the most frequent surprises in youths' lives. U.S. youngsters linked a mere 12 percent of unforgettable experiences to a feeling of fear. They link this emotion with instances of aggression, changing schools or the risk of losing their job. Aversion (5 percent) and anger (7 percent) were least present in the stories. For aversion, youngsters talked about the TV footage of 9/11 or being involved in a fight. Anger was most linked with the end of a relationship or the bereavement of someone they cared about.

It is no surprise that youth in the U.S. feel the happiest in the summer, topping out in August. January and February are depressing months for many but thanks to the winter festivities, December manages to do better than the autumn months of October and November and the spring months of February and March.

Most youngsters all over the world consider Saturdays to be mainly happy days. Only in India does Sunday come first, whereas Swedish youngsters dislike Sunday as much as Monday. In most areas, youths ages 15-to-25 say they are at their best between 8 p.m. and 10 p.m. The Spanish, Chinese and Russian prime-time is slightly later: from 10 p.m. until midnight. Everybody seems to experience the lowest level of happiness between 6 a.m. and 8 a.m.

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●●● nonprofit/charities Not a charitable assessment

Americans' predictions
for non-tax-deductible
charitable gifts

In the quest to reduce the budget deficit and the national debt, one possibility that has been raised numerous times is reducing or eliminating tax deductions for charitable giving. According to data from Grey Matter Research, Phoenix, a majority of Americans believe removing the charitable deduction would decrease giving to nonprofit organizations. However, among Americans who itemize their deductions, a majority feel their own charitable giving

would remain unchanged.

If charitable gifts were no longer tax-deductible, only 30 percent feel there would be no real change in giving in the U.S. Six percent believe charitable donations would actually rise. However, almost two-thirds of Americans say charitable giving in the U.S. would decrease, including 29 percent who believe it would decrease a little and 36 percent who believe it would decrease a lot.

While the issue of reducing or eliminating charitable deductions has become politically charged, how Americans feel about the issue does not vary much according to their political party or perspective. Sixty-three percent of Republicans, 68 percent of Independents and 61 percent of Democrats believe charitable giving in this country will decrease if contributions are no longer tax-deductible. Similarly, this is the perspective among 62 percent of those who identify themselves as politically conservative, 62 percent of self-described moderates and 72 percent of political liberals.

Where there is some variation is by age and ethnicity. The older the respondent, the more likely he or she is to believe that cutting the charitable deduction will result in a lot less giving in America. Half of all Americans under age 35 feel giving will decrease, including just 20 percent who believe it will decrease a lot. The proportion who believe giving will decrease a lot almost doubles among people ages 35-to-49 (36 percent) and rises even more among those 50-to-64 (42 percent) and those 65+ (51 percent). In total, 77 percent of Americans 65+ believe giving will decrease nationally if the charitable deduction is eliminated.

African-Americans are also more pessimistic than others. Forty-five percent of African-American respondents believe charitable giving will decrease a lot if gifts are no longer tax-deductible, compared to 36 percent among Caucasians, 30 percent among Asian-Americans and 25 percent among Latinos.

Global Qualitative Research

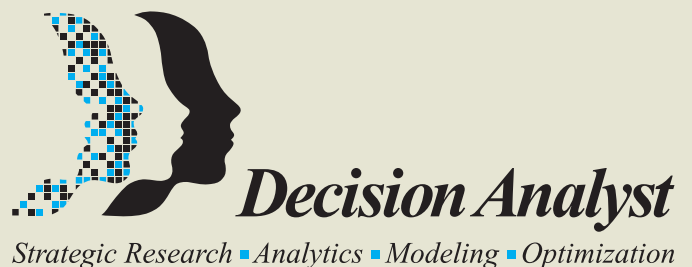
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People who actually donated money to a charitable organization are no more likely than those who gave nothing in the past 12 months to feel giving will decline if these changes are made to the tax code but bigger givers are a bit more pessimistic. Among Americans who gave \$500 or more to nonprofit organizations in the last year, 42 percent feel giving will decline significantly (compared to 33 percent among those who gave less than \$500).

Although the typical American believes giving overall will decline without the charitable deduction, ironically those who itemize their deductions often do not believe their own giving will decline. Eleven percent of the itemizers feel their own household's giving will decrease a lot if the charitable deduction is eliminated and another 24 percent believe their own giving will decrease a little. But over 60 percent feel their own giving will not change and 5 percent believe it will actually increase if their gifts are no longer tax-deductible. Feelings about this do not vary significantly by household income or amount given.

www.greymatterresearch.com



●●● financial services
Dialing up the security

Seeking a safer way to make mobile payments

While the number of smartphone users has exploded to nearly 50 percent of all U.S. consumers, the

majority of Americans remain quite skeptical of smartphone-generated payment solutions and are not likely to give up traditional forms of payment in the near future, according to a survey from Radius Global Market Research, New York.

Security tops the list of consumer concerns about mobile payments, with half of all American consumers saying potential security problems and fraud significantly influence their likelihood to use smartphone technology to make purchases. In comparison, only 14 percent say security and fraud don't influence their future likelihood to make those purchases.

Interestingly, the segment most likely to make purchases via smartphone, consumers under 35 and those identifying as digitally savvy, are also the most likely to be concerned with security and fraud issues. Fifty-four percent of consumers under the age of 35 are concerned with fraud. That figure rises to 62 percent among digitally-savvy consumers.

Complicating messaging efforts further is the fragmented nature of mobile payment service delivery. Several branded product and service providers are involved in executing a single smartphone-generated transaction and thus responsibility for flawless delivery is spread across several partners. "Consumers appear to be very aware of the entire delivery chain associated with mobile payments," says Chip Lister, managing director of Radius. "The company you keep will be extremely important in marketing efforts. Individual brand reputations of retailers, device makers, software developers, service providers and financial institutions will be scrutinized. In consumers' minds the complete transaction is only as strong as the weakest link, especially as it relates to security."

www.radius-global.com



●●● auto research
Is 'Subaru Love' more than a gimmick?

Subaru owners most likely to recommend; Detroit makes lag

To recommend or not to recommend – that is the ultimate question for automakers. When it comes to recommending vehicles to friends and family, the five top-rated vehicles are Subaru, Toyota, Honda, Lexus and Volkswagen, according to analysis from Worthington, Ohio, research company BIGinsight using the Net Promoter Score (NPS) metric system.

However, it is important to note where these top-five brands were in 2010. Toyota appears to be rebuilding trust among its customer base after a significant drop in 2011, which was likely due to recalls. Lexus encountered similar recall issues that likely impacted customer loyalty, as its NPS is down from 2010. Subaru owners seem to be more passionate advocates as that brand's NPS has steadily risen. Volkswagen shows the greatest increase among the top five since 2010. Kia, although not in the top five, appears to be gaining steam, jumping more than 500 percent from 2.8 percent in 2010 to 18.1 percent in 2012.

Detroit automakers haven't fared as well, as they remain well behind their competitors in regards to customer opinion. However, the NPS has increased considerably for GMC and Ford since 2010.

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Product and Service Update

●●● neuromarketing Your brain on TV

EmoTV combines traditional research and biometrics to analyze TV viewership

New York research company Ipsos MediaCT and Innerscope Research Inc., Boston, have partnered to offer emoTV, an approach for evaluating TV shows that measures the conscious and unconscious responses of audiences. EmoTV combines three methodologies – biometric research, nationwide survey data and biometrically-informed focus groups – to evaluate how a target audience responds to a new TV pilot or recurring show and identify what can be done to increase engagement.

Innerscope's Biometric Monitoring System powers the biometric data collection and analysis for emoTV. As participants watch TV content, four biometric indicators of emotion are passively collected on a moment-by-moment basis: skin conductance, heart rate, respiration and motion. Once quantified, this data shows the peaks and troughs in engagement for each show segment, as well as engagement with different elements within the show, such as a particular storyline or character.

Ipsos MediaCT is responsible for the online survey and focus group elements of emoTV. The survey uses a dial developed by Ipsos MediaCT to identify and then probe scenes that a participant likes or dislikes using open-ended questioning. The survey also has closed-ended questions to get reactions

to the show and specific elements of it to identify strengths and weaknesses.

The results of both techniques are explored qualitatively through biometrically-informed focus groups. These sessions are designed to dive deeper into the audience's conscious and unconscious response to key show segments and elements.

www.innerscoperesearch.com

●●● new product development

'Bracket'ology for new product development

Tournament technique aims to keep product testing exciting

TRC Market Research, Philadelphia, has launched Bracket, a market research technique designed to aid marketers in new product development. Bracket aims to offer a method for prioritizing choices using a tournament-style structure that eliminates losing features to make the task more engaging and cognitively challenging. Bracket begins by grouping choices into sets. Respondents then choose their favorites from each set and these favorites progress onto the next round where they're once again grouped (bracketed) and evaluated. Ultimately each person is given a final set of choices representing their unique best-of-the-best and is asked one last time which they most prefer. Bracket is designed to handle a large number (upward of 50) of features, benefits or positioning statements without inducing respondent fatigue or sacrificing data quality and analytic power.

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●●● research software

Updates across the board

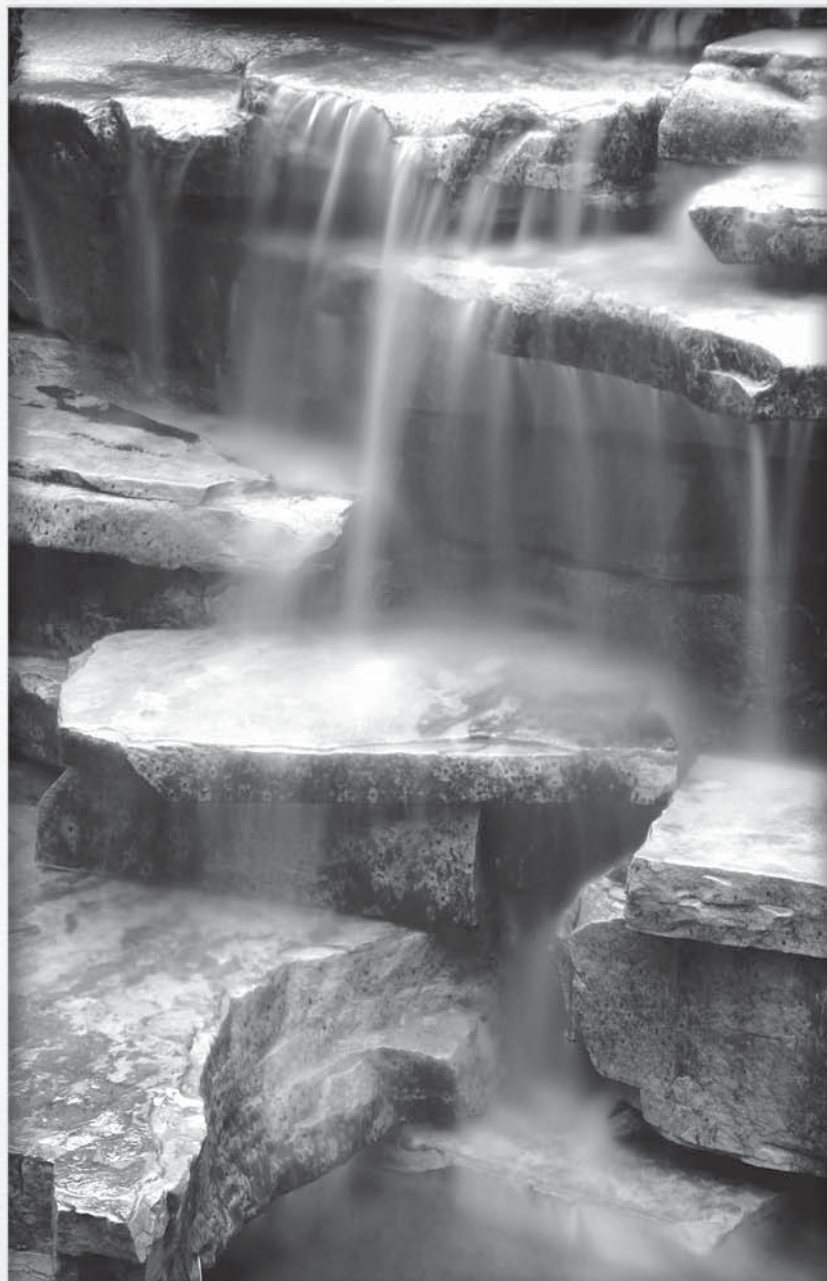
Kinesis updates Survey, Panel and Community platforms

Kinesis Survey Technologies LLC, Austin, Texas, has released new versions of Kinesis Survey, Kinesis Panel and Kinesis Community software solutions. Software updates for Kinesis Survey include additional capabilities for touchscreen devices, including conditional logic support and usage of matrix tables; enhanced analysis capabilities, such as dynamic target data weighting for both crosstabs and topline reports and expanded template options for PowerPoint exports; augmented survey programming and editing via enhanced drag-and-drop and right-click menu functionality; a new matrix table question type that reveals the next selection row once the previous row is answered; availability of mobile phone make/model specification for all mobile survey sessions; improved HTML question text editing via the automated interface; and additional mail server configuration options for enhanced e-mail deliverability.

Software updates for Kinesis Panel feature additional capabilities within the query tool, including the ability to share queries between projects; increased security and encryption tools to support privacy protection and extend industry privacy standards; expanded support for panel recruitment options; augmented branding and theme elements; and numerous enhancements for Kinesis Community Web sites, including new page templates and design features, support for embedded videos and display order randomization of quick polls.

Kinesis has also updated its Kinesis Community platform to include expanded social media capabilities and

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improved interaction with Facebook and Twitter. The integration with social media is designed to allow users to directly refer Facebook friends to join the community panel and to display real-time Twitter feeds on the community homepage.

Kinesis Community also includes other social media functionality, such as discussion forums and image and video sharing. The solution also provides access to available surveys, a review of participation history, reward tracking, friend referral via e-mail, account settings management and more www.kinesissurvey.com

●●● audience research Help for Hollywood

Market Force debuts theater-monitoring tools for movie studios

Boulder, Colo., research company Market Force Information has released two theater-monitoring services to provide competitive information and advanced reporting to movie studios. Market Force's weekly Syndicated Trailer Report includes data on trailer placements from nearly all Hollywood studios and aims to give studios the data needed to strategically market movie trailers.

Market Force's Customer Intelligence Platform for Theatre provides various flexible and graphical theater reports and is designed to offer data and analysis on audit points such as trailer placements, theater and trailer trending and audience reactions, allowing for operational decision-making by delivering real-time data that allows studios to see results as they happen across North America or to drill down to the individual theater level www.marketforce.com

●●● quantitative research A Smart way to sample

Methodology aims to deliver better survey respondents

Dallas research company Toluna has launched SmartSelect, a methodology developed to reduce the risk of conducting survey research among respondents selected by means other than probability sampling. SmartSelect is designed to allow researchers to select potential survey respondents with demographic, attitudinal and behavioral characteristics that match those of the target population. SmartSelect is available to clients that run projects with U.S.-based respondents and will be available in multiple geographies in the coming months.

www.toluna-group.com

●●● b2b research B2B segmentation expansion

Research Now takes D-U-N-S integration international

Research Now, Plano, Texas, has further developed its B2B screening tool, allowing clients in North America to collect additional Dun & Bradstreet D-U-N-S Numbers on B2B respondents from Research Now's existing B2B panels in Canada, France, Germany and the U.K. With an international scope, the tool is intended to work in conjunction with the pre-screening process to provide clients information they can link back to their own data, uncovering further segmentation attributes for analysis based on the respondents' given company or industry. If a client

does not currently have the D-U-N-S Number integrated into their data, they can work with D&B to cleanse and match their data to D-U-N-S Numbers.

www.researchnow.com

●●● retailing research Taking in the AudienceView

Audience targeting service helps marketers identify and segment consumers

New York research company Experian Hitwise has introduced AudienceView, an audience targeting service designed to provide retailers with a comprehensive view of demographic, psychographic, transactional and behavioral insights on their target consumers or advertising audiences.

Using AudienceView, retailers can track and trend the online behavior of existing and potential consumers to optimize online media planning and target their messages to reach and retain the most profitable and relevant segments. AudienceView combines anonymous data from the Hitwise online sample of users in the U.S. with the offline Experian Marketing Services ConsumerView database.

www.experian.com/hitwise

●●● sales forecasting Product planning start to finish

Research companies partner to deliver product forecasting solution

Research companies MarketTools Inc., San Francisco, and Top Box Associates LLC, Wilton, Conn.,

have collaborated to offer a product forecasting solution combining MarketTools' concept testing and shopper research with Top Box Associates' volume forecast modeling capabilities in a one-stop shop approach.

The solution is designed to forecast performance for new product launches, line extensions and relaunched products and provide transparency into the product forecasting process with product concept screening in a competitive context; shopper testing in a virtual store environment; launch plan analysis; and a forecast of consumer sales volumes. www.markettools.com

●●● social media research Putting listening to use

NetBase introduces
real-time social media
monitoring tool

Mountain View, Calif., research company NetBase has debuted monitoring solutions designed to operationalize the use of social media data and insights, allowing clients to understand consumer opinions and monitor product campaigns and competitors in real time. The solutions combine real-time monitoring and measurement with insights into the underlying drivers of customer opinions, emotions and behaviors.

The NetBase monitoring solutions include campaign and product launch tracking, issue tracking, brand analysis, competitive intelligence and custom dashboards, all powered by NetBase's natural language processing (NLP) engine. NLP uses text analytics and machine-learning tools to provide data to support the business uses required, processing content in English, Spanish, French, German and Portuguese. www.netbase.com

www.quirks.com

●●● reporting software Presentations at the ready

Beacon dashboard delivers
customizable reporting for
non-researchers

Fresno, Calif., research company Decipher Inc. has added an interactive, custom dashboard reporting module to its Beacon research software suite. The dashboard is designed for executives and non-researchers to view and manage key metrics in presentation-ready formats. The reporting dashboards are available to all clients using Decipher's research services or software products. Features include customizable tables and charts that can pull from multiple data sources and variables; numerous chart types and flexible layouts; the ability to incorporate corporate branding; and public or restricted dashboard access. www.decipherinc.com

●●● ad research Measurement for media planning

Companies collaborate to
help advertisers plan
cross-media campaigns

New York media investment company GroupM and New York researcher The Nielsen Company have partnered to create Nielsen Cross-Platform Campaign Ratings, a measurement service designed to integrate media planning and measurement across television and the Internet. The goal is to overcome challenges posed by separate media planning, buying and analysis

processes for TV and the Internet and to provide advertisers with cross-platform measurement tools to help streamline marketing strategies.

Nielsen Cross-Platform Campaign Ratings uses the Nielsen Online Campaign Ratings product, as well as its existing television audience measurement capabilities, to provide clients with total and overlapped reach and frequency of their marketing campaigns. www.nielsen.com

●●● online research Want to makeitbetter?

A social approach to online
research platforms

Austin, Texas, research software company Icanmakeitbetter has debuted its social innovation and market research offering designed to provide online focus groups, surveys, recruitment, panel management and innovation in a single platform. Icanmakeitbetter uses its DirectFlowResearch approach to recruit users directly within idea discussions, profiles and predefined site actions to create screening and recruitment insight.

The company has also launched a new home page along with widgets and a Facebook app, allowing researchers to connect with fans on Facebook. <https://icanmakeitbetter.com>

●●● qualitative research Take Notes!

FocusVision integrates
note-taking functionality

Stamford, Conn., research technology company FocusVision has launched Notes, a note-taking service designed

for note-takers to type detailed comments into the live videostream of focus groups. The notes are delivered at the end of the session and synchronized with the video to speed up review and analysis. Notes are not verbatim but rather detailed comments regarding the research. Notes can also be added after the research and will be available within 48 hours in the archive of the project. The cost is \$130 per hour of research.

www.focusvision.com

●●● social media research

Tracking trendsetters

Cision offers solution to follow Influencers' social media activity

London software company Cision has launched the Social Influencer Search feature, designed to allow Cision users to discover what Influencers are talking about in real time. Through the tool, users can search for Influencers who are tweeting, sharing or blogging about a specific topic. Results can then be drilled down and filtered by topic, publication focus, location, country, market and more. Cision's Influencer Search then provides detailed profile and contact information for each Influencer, including pitching preferences, social media accounts and Cision's Influencer Rating. Cision's Influencer Rating takes into account over 40 measures of influence, such as Facebook likes, retweets, unique visitors and inbound links, to provide each contact with a score quantifying their impact.

www.cision.com

●●● hispanic research

Open for business

Hispanic consumer platform takes beta live

After a six-month beta, San Francisco research company Tu Cuentas LLC has opened its Hispanic-

targeted online platform for online surveys, discussion forums and sampling campaigns to new clients. Tu Cuentas' platform is designed to integrate Latinos' adoption of social media with the value they place in word-of-mouth recommendations when making purchase decisions. The platform combines user-generated product reviews, moderated discussion forums and community polls of registered members to allow marketers, researchers, agencies and content producers to access Hispanic consumers for fast research and peer-to-peer advocacy.

www.tucuentas.com

●●● Briefly

■ Orem, Utah, research company Sawtooth Software has released Menu-Based Choice (MBC), a tool for menu-based conjoint analysis studies designed to provide discrete choice modeling possibilities for Sawtooth Software users who are trained in econometrics and discrete choice modeling. MBC offers an automatically-generated, Excel-based simulator to clients.

www.sawtoothsoftware.com

■ San Jose, Calif., software company Adobe has debuted the Adobe Digital Marketing Suite, a collection of Web analytics and Web site optimization products designed to provide insight into the performance of online marketing initiatives. The solution is powered by Omniture, Adobe's Orem, Utah, analytics arm.

www.omniture.com

■ Mountain View, Calif., software company Mozilla has developed Collusions, an experimental add-on for its Firefox browser, designed to allow consumers to pull back the tracking curtain to see the third parties who are tracking their movements across the Web.

www.mozilla.com

■ Atlanta research technology company ActiveGroup has lowered the cost of its videostreaming to \$995 per day.

www.activegroup.com

■ Civicom Marketing Research Services, Greenwich, Conn., has added

Active Archive to its online bulletin board focus group and forum solution, Civicom Chatterbox. Active Archive is designed to offer multiple options for accessing respondent data, moderator postings and uploaded multimedia after a project is complete.

www.civi.com

■ Encino, Calif., research company uSamp has debuted TheWhiteboard, its invite-only B2B panel. TheWhiteboard is an online panel intended to engage business decision makers in market research studies.

www.thewhiteboard.com

■ Borderless Access, a Bangalore, India, research company, has launched a consumer panel in Taiwan.

www.borderlessaccess.com

■ Phoenix consulting company Cambiar has launched the Cambiar Capital Funding Index, an annual review and analysis of the inflow of new capital into the market research industry. It tracks the amount of new capital coming into the industry, where it comes from and to which types of venture and company it flows.

www.consultcambiar.com

■ EPM Communications Inc., New York, has released the Research Alert Yearbook, a 380-page report that addresses consumer spending, attitudes and demographics. The Research Alert Yearbook is available for \$329 in print or as a single-user searchable PDF.

www.epmcom.com

■ Research information company Market Connections Inc., Chantilly, Va., has released the fourth-annual Federal Media and Marketing Study, a syndicated study that aims to combine actual media usage of mid- to senior-level federal decision makers with their demographics, job function and purchasing habits. New to the fourth edition is data regarding mobile usage; handheld and desktop tool usage; blogs; and social media.

www.marketconnectionsinc.com

■ The Consumer Electronics Association (CEA), Arlington, Va., has launched Consumer Outlook on Tablets, a quarterly tracking report on

the tablet market. CEA has issued the first report for first-quarter 2012.
www.ce.org

■ Chicago research company Mintel has released the first consumer research report in a monthly series examining Chinese consumer behavior.
www.mintel.com

■ Shanghai research company Data Driven Marketing Asia has released its China Market Research Report, based on interviews with 9,000+ Chinese consumers.
www.ddm-asia.com

■ Best Practices LLC, a Chapel Hill, N.C., research company, has released its Best Practice Database subscription service. The Best Practice Database is a research, analysis and decision-support service for professionals. This insight-and-advisory service aims to deliver on-demand access to performance benchmarks and best-practice research findings.
www.bestpracticedatabase.com

■ Farmington Hills, Mich., research publisher Gale has released DemographicsNow: Business & People, an online business and residential reference tool designed to provide demographic data on over 23 million businesses and 206 million consumers.
www.gale.cengage.com/demographicsnow

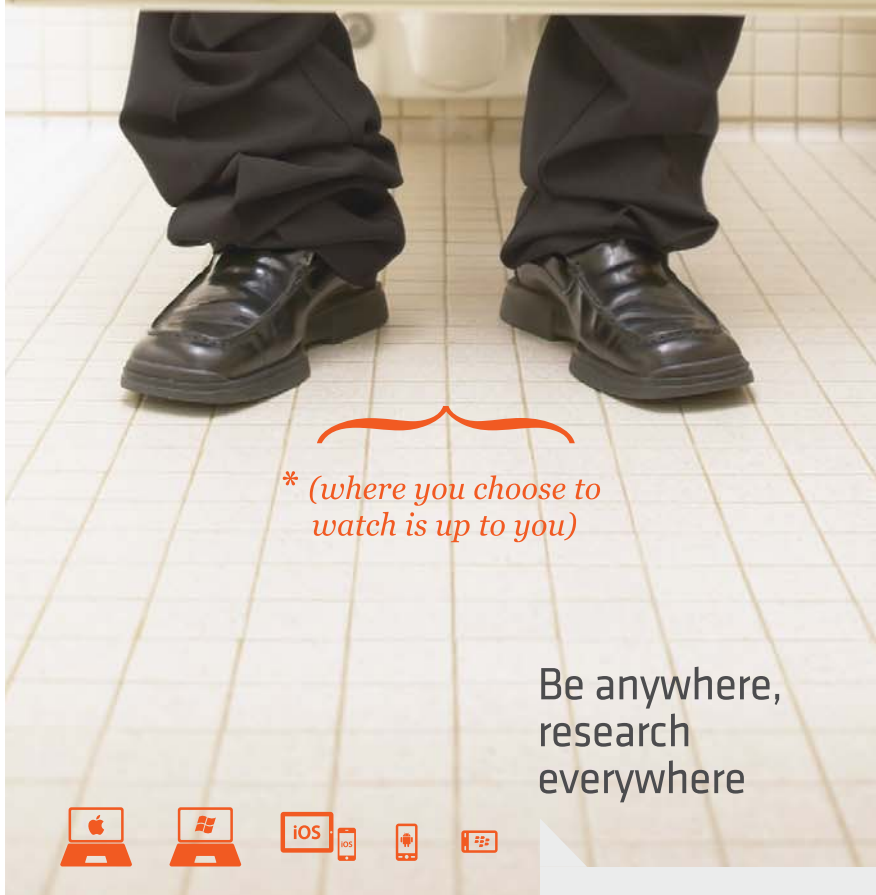
■ Catalyst Healthcare Research, Nashville, Tenn., has released its free e-book, *Five Ways to Drive Creativity and Innovation in Healthcare: How to Use Bulletin Board Focus Groups to Make Confident, Cost-Effective Business Decisions*. The e-book is available for download at www.catalysthealthcareresearch.com/bbfg-ebook

■ Dallas research company Parks Associates has released a free white paper titled *Mobile Payment - Stepping into Uncharted Territory*. The white paper is available for download at www.parksassociates.com/mobilepayment.

■ Elkins Park, Pa., language services company CETRA Language Solutions celebrated its 15th anniversary in March 2012.
www.cetra.com

www.quirks.com

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Tested and approved

| By Tracey Powell

snapshot

This article explores how online qualitative with sexually-active gay men helped explore a sensitive topic and aided the development of a health care service.

My name is Tracey Powell and I'm on a mission to make a difference in health care.

It all started with sexually-transmitted diseases (STDs). In 1993, I started Home Access Health Corporation (HAHC), the only company on the market to develop FDA-approved HIV and hepatitis C testing. After making significant advancements in finger-stick blood testing, I wanted to move my focus to bringing STD testing to a broader consumer population. In 2009, I launched getSTDtested.com, a solution that leveraged technology to offer private testing for the average Joe.

At the time of launch, ordering STD testing online and via mobile was in the early product stages. Our marketing efforts were focused on building awareness and attracting targeted Web-savvy consumers. Compared to traditional STD testing alternatives, getSTDtested.com offers the additional convenience and privacy from the click of a mouse – oftentimes at lower prices than visiting a doctor. In our eyes, it was the perfect marriage.

One of our target populations in the early days of launching the business included sexually-active gay and bisexual males. We partnered with David Novak, vice president of research and development at Online Buddies Inc., a Cambridge, Mass., developer of online communities for gay men, to create targeted campaigns that would effectively speak to this demographic.

Novak recommended hiring InsideHeads, a St. John, Virgin Islands-based research

firm, to conduct online focus groups. The objective was to better understand the attitudes about STD testing and to gauge reactions towards a variety of market positions. Together, we designed an online screening questionnaire and recruited registered Online Buddies participants into the study.

Participants included gay or bisexual males between the ages of 25 and 55 that were “somewhat” or “very” concerned about STDs and interested in regular STD testing.

A mix of ages, races and geographic locations across the U.S. were selected for participation. The two groups were segmented as Frequent Testers and Infrequent Testers and participants were compensated \$75.

Two 90-minute synchronous text chat groups were held in one evening while my entire team watched online through the InsideHeads Virtual Focus Facility. Since the discussions were among men who already test for STDs regularly, I wasn't expecting too many surprises. I settled in and expected the accolades to start flowing in.

The moderator welcomed participants, explained the facility and jumped right in. He used a whiteboard to display the concepts and the chat scrolled briskly. He skillfully moderated and probed extensively and I was able to pass requests to him unobtrusively via private message. To my surprise, we hit every objective in the discussion guide and received revealing feedback from a total of 28 men in just two online focus groups. After the session, InsideHeads provided complete transcripts and a full analysis.



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Beyond the objectives

What I learned went beyond the original research objectives. The gay and bisexual participants who spoke with us were loyal to their current testing method – their physician – and would need a real reason to switch. Not a reason to test but a reason to switch.

This segment had been connecting online since the early 1990s. Since then, open communities of online communication helped fortify a growing culture of sex education and honest STD discussions over the past two decades. When it comes to achieving the healthy benefits of consistent and frequent STD testing, we found that gay and bisexual males were ahead of the curve.


Sexually-active gay and bisexual males who already test for STDs did not need to be sold on the idea of testing in general (i.e., awareness) but rather were

The insights learned helped shape a revised direction to move the business forward, which was invaluable in the long run.

ready to understand the benefits and differences of testing online. Further, they were most comfortable with and trusting of their doctor in relation to sexual health than other segments we had interviewed in the past. Although I was hoping for

insights that would immediately translate into transactional value, the insights learned helped shape a revised direction to move the business forward, which was invaluable in the long run.

And the story doesn't end there. GetSTDtested.com set the foundation for Pinpoint MD, the new parent company born from an immense amount of learning about diagnostic testing and the consumer-physician relationship beyond STD testing. Pinpoint MD is striving to reinvent diagnostic health care to revolutionize the patient and physician experience.

And that reminds me ... it's probably time for another set of focus groups. 

Tracey Powell is founder and chairman of PinPoint MD, Chicago, parent company of getSTDtested.com. He can be reached at 866-790-3207 or at tpowell@pinpointmd.com.



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Hook-up, love affair or happy marriage?

A look at the relationship of neuroimaging and marketing research

| By Sean Green and Neil Holbert

snapshot

Neuroimaging certainly holds promise as a research tool but questions still abound. In this excerpt from their chapter in *Leading Edge Marketing Research*, the authors examine the concerns, limitations and caveats related to exploring the inner workings of the consumer's brain.

Neuroimaging represents a relatively recent new set of tools that promise to help marketing researchers solve one of the most intractable of problems: When respondents are asked questions, we cannot be sure the answers they provide are either true or accurate. Respondents misremember, they forget, they lie, they don't even know about deep motivations for their behavior. All answers are intermediated by conscious and subconscious processes unknown and unknowable to researchers.

So for many years now, an ideal form of data has been sought, data that are unsullied by respondent-induced errors and biases. The mind and body of the respondent would produce this data automatically without being mediated by spoken or written answers. Earlier examples include pupilometrics, use of lie detectors, analysis of voice pitch and many others. Over time, these all foundered because, while responses to stimuli could readily be discerned, their consistent interpretation was missing, perhaps most particularly, their valence – whether something was liked or disliked.

Enter neuroimaging, borrowed from medical research, which not only produces automatic, unmediated responses but, according to its several practitioners, also allows clear interpretations of what the data mean.

But why do we need neuroimaging techniques at all? Simply put, in marketing research, we can get answers by asking questions (or, in some cases, by not asking questions). Yet what if the answers to those questions are wrong? What if respondents are bored by 25-minute surveys on the minutiae of their laundry habits and don't really pay attention to the questions? What if people get in a yea-saying mode (and give positive answers because they figure that's what is wanted); or in a I'm-not-a-dummy mode (and give answers, any answers, to questions they really don't know anything about); or they just forget or misremember; or, toughest to handle of all, what if they get into a defensive-ego mode (where they decide that what they say about themselves is more important than anything they say about the matter being researched)?

All of this is possible in the realm of questioning and can lead us astray.



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that you don't like the product but your brain says that you do."

Furthermore, neuroimaging might often provide insights not only into the consumer's decision but also into how and why the consumer arrived at it. For example, neuroscientists can point to brain areas that are associated with reward, emotional influences on decision-making and evaluation of a product's status or quality.

If marketers can follow the trail of neural breadcrumbs that leads from observing an ad, perceiving its contents, responding emotionally and cognitively and finally making the decision to buy, then this gives marketers the power to fine-tune their promotion so the consumer not only buys the product in the end but also buys it for an understood reason – as part of a long-term marketing strategy.

And this promise has never been offered before by a research tool.

'The map is not the territory'

But are neuroimaging techniques really windows into the mind? As Alfred Korzybski once said, "The map is not the territory" (Korzybski, 1948, p. xvii). Just as consumers cannot be reduced to the pie charts and bar graphs of a marketing researcher's PowerPoint presentation, the entrancing images of an fMRI or PET scan are not snapshots of the mind itself. To put it another way, we may have taken the black box and painted it every color of the rainbow, but figuring out its secrets may be as challenging as ever.

Paradoxically, as marketing researchers are becoming increasingly aware of the potential of neuroimaging, a backlash – or at least a cautionary tug on the reins – has been building against the potential for erroneous or misleading interpretations of neuroimaging data. Some questions have risen in academia (Klein, 2010; Miller, 2008; Poldrack, 2006) and in the popular media (Horstman, 2010, pp. 80–83) and thus, neuromarketers should keep the following limitations in mind:

Brain scan images are not photographs.

They are more like complex charts. The colors on a brain scan image do not arise directly from whatever signal (e.g., radio wave or gamma ray) the scanner is detecting. When neuroscientists analyze brain scan data, they carry out statistical tests to determine which color to paint each part of the image. Therefore, reading a brain scan requires as much care and skepticism as reading a bar graph of a survey result (Klein, 2010).

A brain scan image is, typically, created by comparing the experiment scan against a baseline or control. The brain is always doing more than one thing. If it weren't, you'd stop breathing every time you got lost in thought. To account for this, techniques like fMRI, typically, require the

Therefore, marketing researchers also use non-question-asking methods. Non-question-asking techniques can, broadly, include observation (seeing what people do, rather than what they say), including ideas from ethnography (what they do in a specific cultural context); diary research (don't test people's memories – ask them instead to record what they do as they go along); mystery shopping (our interviewers pretend to be shoppers); garbology (what do people throw out?); psychomechanical methods, where we use devices like eye-tracking machines (to see what parts of stimuli catch the respondent's eye first, the trajectory that the eye follows and the time spent on each element of the scene); and tachistoscopes and computer displays that shed light on stimuli for various times to see how the participants react to brief glimpses of a display element.

While their responses may sometimes mislead or confuse us, in all of these techniques, respondents cannot really lie. That's why we use them; it is good for us and also good for consumers, from whom we are getting information that can ultimately lead to products, services and issues that we hope will fill their needs.

See what happens to their brains

And now there's neuroimaging, where we (literally or figuratively) attach wires to people's heads and see what happens to their brains when they are exposed to stimuli or we put their heads in scanners to pick up the telltale radiation or fluctuations in magnetic force that accompany their thoughts, emotions and decisions.

In past decades, researchers have been able to use psychophysical and physiological methods to obtain general information about a consumer's alertness (Krugman, 1971) emotional reaction to advertising or attention to particular elements of an ad. However, the ability to observe neural correlates of the decision process itself provides a new and conceptually different sort of information to marketing researchers. The possibility is that a researcher might be able to say to a respondent, "Your verbal responses say

researcher to subtract a baseline level of activity from the result. For example, a researcher might compare two conditions, one in which the participant looks at an advertisement and one in which the participant looks at a white screen. If the brain activity in these conditions is different, it does not necessarily mean that the advertisement content caused this difference. Perhaps the white screen was boring. Perhaps it hurt the participant's eyes. The choice of a control or baseline condition is important to the meaning of the results.

Parts of the brain do more than one thing. We have already said that the brain can handle more than one task and that is true at the local level too. For instance, seeing the Coca-Cola logo before tasting the drink increases activity in the dorsolateral prefrontal cortex or dlPFC (McClure, Li, Tomlin, Cypert and Montague, 2004), linking the dlPFC to brand information. However, the dlPFC also responds in other contexts, such as word-recognition tasks (Fiebach, Ricker, Friederici and Jacobs, 2007). So what does it tell us when a company logo makes the dlPFC light up? It is important not to rely solely on labels like "reward center" or "judgment center" and instead to consider the range of possible reasons for a particular brain area's response.

Neuroimaging studies are rarely done in a real-world setting. It would be fantastic if there were a lightweight, portable fMRI machine. Then we could just strap it to our participants' heads and set them loose in a shopping mall. However, the current reality is that the kinds of techniques that let you pinpoint the location of brain activity (PET, fMRI and MEG) constrain the participants and, at the very least, provide a tangible reminder that they are in an experiment. At worst, they can deny a random sample when some participants don't feel like sticking their heads in the scanner. That is not to say that experiments aren't valuable but rather to suggest that experimental findings might be less applicable to situations where the consumer experience and the experimental participant experience are substantially different.

Most neuroimaging studies are conducted among small samples, usually in a single location. Forget about representative sampling among

segments or geography or usage rates; forget about random sampling or statistically-reliable sampling (in the traditional sense). Typical studies employ a sample of just 20 respondents, which may be fine for medical research on brain function. It is less clear that these small samples will provide marketers what they seek and it is quite clear that they require marketers to take a leap of faith that the technology's promise will overcome its current limitations in target audience representativeness.

Neuroimaging studies (so far) are very expensive and beyond the budgets of any but the largest of marketers.

So where does that leave neuro-marketing? To say it succinctly, *caveat emptor*. Businesses aiming to use neuroscience to have an edge over their competition should be informed and discerning and know the right questions to ask when someone pitches them a marketing solution based on their forays into the black box. As Brainard (2008) notes, "There are many responses associated with each area of the brain, however, and as promising as imaging may be, it hasn't come close to directly identifying the exact emotions in play" (para. 5).

In sum, there is the appeal of new technology, tempered by caution. As Northrop (24) so elegantly put it, "Men everywhere ... begin with the aesthetic emotional principle in the nature of things ... only later, if at all. One feels the beauty of the sunset before one learns of the internal constitution of the stars" (p. 62).

At a crossroads

Neuroimaging and the field of neuro-marketing that has emerged from it are both in their infancy, yet already, they appear to be at a crossroads. If neuro-imaging is seen as an invasive process that calls to mind a hospital, laboratory or interrogation room, it is likely to be viewed very warily and very much with a jaundiced eye. However, it has the potential to extend its influence well beyond science and theory and into practical day-to-day marketing.

So in all this hope of finding a Holy Grail into the consumer's mind via neuroimaging, there are objections, limitations and caveats. Let's recap them.

1. At a very basic level, it can be argued that neuroimaging, such as psychoanalysis, is a medical matter, plain and simple, and results should be used only for medical purposes and not for selling things.
2. Use of neuroimaging makes some ethically queasy. Although neuroimaging vendors claim to offer special insights into consumer behavior, do we really want to risk exploring the brains of those who are not necessarily that aware among adults – to say nothing of those with fewer defenses, such as children?
3. There are many influencing factors on consumer behavior in general and on responses to research inquiries beyond what we as marketers proffer. These include influences from personality, family, friends, many groups, the culture, noncommercial messages of all sorts and just plain chance.
4. There is limited validity to date showing that neuroimaging results relate to actual buying behavior in the marketplace. Studies involving wines, coffee and soft drinks are cited (Harris, 2008) but correlations and effects are limited.
5. There is the potential for massive and dangerous oversimplification. As noted, the tools of neuroimaging are varied and the brain itself is frighteningly complex. To say it yet again, we are not dealing with bulbs on a Christmas tree that light up (or don't) in any neat, clear or simple way.
6. Will marketers (and the public) be able to distinguish real scientific breakthroughs from overblown claims? Will consultants employing exotic machines but very little real scientific knowledge try to entice businesses into spending real money on "junk" science? (After all, if X number of wires gives us useful information, why not 2X or 3X ... or nX? See Luck, 2005, pp. 122–124 for a technical discussion of using large numbers of electrodes in EEG recording.)
7. Isn't it possible that much of the appeal of neuroimaging as a contemporary hot marketing research tool comes from the fact that it is part of a techno-wave that has engulfed and enchanted a new generation of marketing researchers?

On the other hand, we may find

that, over and above everything else, this dramatic new tool can bring forth fruits that may, by themselves, justify our attention to it. Thus, in methodology, “A key advantage of the use of imaging procedures in marketing is primarily the possibility of developing new theories about marketing-related behaviors through the use of the inductive method” (Kenning, Plassmann and Ahlert, 2007, p. 66; translated by the authors with the aid of Google Translate). And in the realm of business itself: “[Marketing] researchers have an unparalleled opportunity to adopt cognitive neuroscientific techniques [to] ... significantly redefine the field and possibly even cause substantial dislocations in business models” (Lee, Senior, Butler and Fuchs, 2009).

Love affair or lasting marriage?

So are neuroimaging and marketing research a hook-up, a passing love affair or a lasting marriage? We like to quote Dan Ariely, Duke University, and Gregory S. Berns, Emory University:

“It is too early to tell, but, optimists as we are, we think that there is much that neuromarketing can contribute to the interface between people and businesses, and – in doing so – foster a more human-compatible design of the products around us. At the same time, neuromarketing as an enterprise runs the risk of quickly becoming yesterday’s fad. ... If we take neuromarketing as the examination of the neural activities that underlie the daily activities related to people, products and marketing, this could become a useful and interesting path for academic research, and, at the same time, provide useful inputs to marketers.” (Ariely and Berns, as quoted in Hernandez, 2010, p. 8)

Alternatively, in the also-developing

field of neuroethics, researchers have already raised concerns about the use of neuroimaging technology to exploit vulnerable populations and undermine free will (Farah, 2005).

And tensions have risen between entrepreneurs using neuroscience techniques commercially and researchers who question the foundation of their work. For example, the “Farwell Brain Fingerprinting” technique for applying neuromeasurement to criminal investigation has faced scrutiny (Rosenfeld, 2005) and a neurologist has questioned Dr. Daniel Amen’s use of brain scans in the diagnosis of psychological disorders (Burton, 2008).

The perception of neuromarketing as trustworthy and viable rests not on any particular article or controversy or marketing initiative but on how it comes to be viewed by the three spheres: marketing, consumer and scientific. If scientists reject neuromarketing as pseudoscience; if marketers come to view it as unproven, gimmicky, or too complicated or expensive to be useful; or if the public grows defensive or suspicious of neuromarketing research, it may not take root, irrespective of its scientific merit, its utility for businesses or its potential to benefit consumers.

It doesn’t have to be that way. In fact, it could add richness and promote ethical choices rather than discourage them. It is possible that neuroimaging (and neuromarketing) could, according to Lee, Broderick, and Chamberlain (2007), “contribute to marketing ethics in many ways ... (and) research into advertising effectiveness ... can contribute more than just finding ... (that) ‘buy button’ in the brain. In fact, exploring exactly what elements of an

advertisement are critical to awareness (of), attitudes (towards) and evaluations of products ... should reduce firms’ reliance on the ‘blunt instruments’ of blanket coverage, shock tactics, or sexual imagery.” (p. 203)

No doubt the excitement and controversy surrounding neuroimaging and neuromarketing – reading my brain and then leading me into buying temptation – will continue. As Farah (2005) puts it, “The question is, therefore, not whether, but rather when and how, neuroscience will shape our future” (p. 39).

Do we, finally, hear a call for business pragmatism as we look into the matter? Here’s one from de Abaitua (2009):

“While some are attracted to neuromarketing’s promise of monitoring the emotional responses of an individual’s brain, other experts feel that the answer to emotional engagement lies ... in the domain of signs and symbols, known as semiotic analysis. Many brand managers will engage a grab bag of these feuding experts and pick and mix from their advice. The various sects and dogmas of marketing are treated expediently by their clients ... they just want an approach that works.” (para. 3)

Or, to paraphrase the Scarecrow in *The Wizard of Oz*, we could really move ahead in our science and in our marketing “if we only had the brain.”

Maybe we do. 🗣️

Sean Green and Neil Holbert are with the University at Buffalo, the State University of New York. This article is adapted from their chapter “Neuroimaging and marketing research” in *Leading Edge Marketing Research*, edited by Robert J. Kaden, Gerald Linda and Melvin Prince. Reprinted by permission of SAGE Publications (www.sagepub.com). For a list of references and citations mentioned in the article, e-mail Joseph Rydholm at joe@quirks.com.

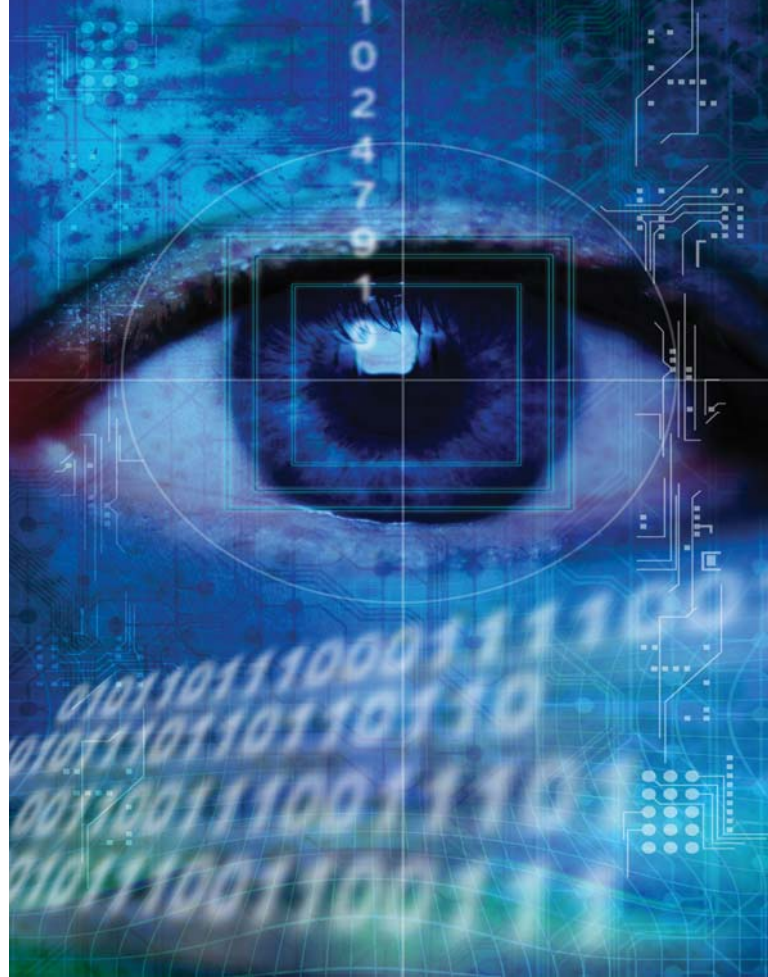
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●●● eye-tracking research

What caught their eye?

Utilizing eye-tracking to optimize direct mail

| By Cathleen Zapata

snapshot

An analysis of a project in which eye-tracking was used to measure the impact of several direct mail campaigns.

In order to maximize your return on investment when it comes to direct mail, it's essential to understand and to take into account the actual recipient experience. With the high amount of mail consumers receive each week, there's little opportunity to grab attention and stand out from the crowd. With consumers' limited time and attention spans, this makes focusing on the complete mailbox experience even more imperative, analyzing not just your competitors' pieces but all the pieces your consumer may receive at once that are vying for their attention.

Recipient experience testing is the validation of a design by observing how real users interact with it. It involves recruitment of qualified participants and testing them one at a time in a lab environment or in the field. It's used primarily to learn how your customers react to a print piece, understand what they see (or don't see), for how long and when, to observe their emotional response and to hear their comments as they interact.

Additional insights often include:

- Why are my prospects throwing my mail piece away?
- What messaging will best motivate them to take action?
- What creative will best ensure my mail piece gets noticed and my messages are coming across?
- How does one design concept compare to another?
- How do I stack up against the competition?

There are many different types of mail-recipient experience testing that can be done based on business goals and key insights looking to obtain. Last year, the research and customer experience team of Metrics Marketing conducted a proprietary recipient experience study with eye-tracking involving 45 different mail pieces across 33 different companies. A



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variety of industries and package types were included. The primary goal of this study was to gain preliminary insights into how long mail recipients view and interact with a direct mail piece before they make the critical decision of keeping it (to share with someone else in the household or for later reference or usage) or throw it away. Additional behavioral insights on how recipients view and interact with advertisements received in the mail were also obtained.

Asked to imagine

A mix of 18 participants were tested at MetricsLab in Cleveland. Participants included nine male and nine female direct mail recipients, median age 35, with a variety of interests, needs and experiences. Each participant was tested one at a time and asked to imagine they just came home from work and had to sort through their mail. Upon doing this: participants' eyes were tracked as they reviewed each piece of direct mail presented; the time it took for each participant to naturally finish reviewing each piece was logged; and participants decided if they would "keep" or "toss" each mail piece after review.

Results were analyzed amongst hundreds of output points and compiled into a report, including heat map, focus map and key performance indicator (KPI) maps for

Company of Direct Mail Piece Tested	"Keep" Rate
American Family Insurance	0.00%
Huntington Bank	0.00%
The Bradford Exchange	0.00%
WOW! Internet, Cable and Phone	5.60%
Hallmark Cards	11.10%
Allstate Insurance	11.10%
State Farm	11.10%
Office Depot	16.70%
Diamond Jo Casino	16.70%
Cox Communications	16.70%
Huntington Bank	16.70%
ING Direct	22.20%
Sears	27.80%
Celebrity Cruises	27.80%
Ameristar Casinos	33.30%
Sirius XM Radio	33.30%
United Airlines	33.30%
Carnival Cruise Lines	38.90%
Sirius XM	44.40%
Oceania Cruises	44.40%
Holland America	44.40%
Banana Republic	44.40%
Kohl's	50.00%
Victoria's Secret	50.00%
ULTA Beauty	55.60%
Kohl's	66.70%
Dick's Sporting Goods	83.30%

Table 1: Percentage of participants that would "keep" the mail piece for later viewing, use or share with someone in the household (n=18). A full list of direct mail pieces evaluated and their corresponding eye-tracking results is available from the author upon request.

every direct mail piece tested.

Overall, participants kept 26 percent of the mail pieces tested to review further or share with someone in the household. In addition, the median time participants spent reviewing each piece was about eight seconds. This is what they based their decision on when deciding to keep or toss each piece.

Table 1 demonstrates sample results of which direct mail pieces participants indicated they would keep for later viewing, use or share with someone in the household and which ones they would toss.

Of all 18 participants tested, several direct mail pieces had a 0 percent keep rate, meaning no recipients indicated they would keep those pieces. At the other end of the spectrum, the direct mail piece for Dick's Sporting Goods had the highest keep rate, with 83.3 percent of participants indicating they would keep it for later or share with someone in the household.

Precisely measure

Eye tracking is used to precisely measure what someone is looking at. An infrared light is directed into the eye. The light enters the retina and is reflected back to a camera. The vector between the center of the pupil and the corneal reflection is measured and point-of-regard

is found. Using trigonometry, the system calculates eye movements.

In addition to eye gaze, heat maps are amongst one of the most common outputs to evaluate what users see. Heat maps highlight areas that users see most often. Areas viewed more often are darker in color (shown in red) than areas viewed less often (yellow). Areas without color were not directly

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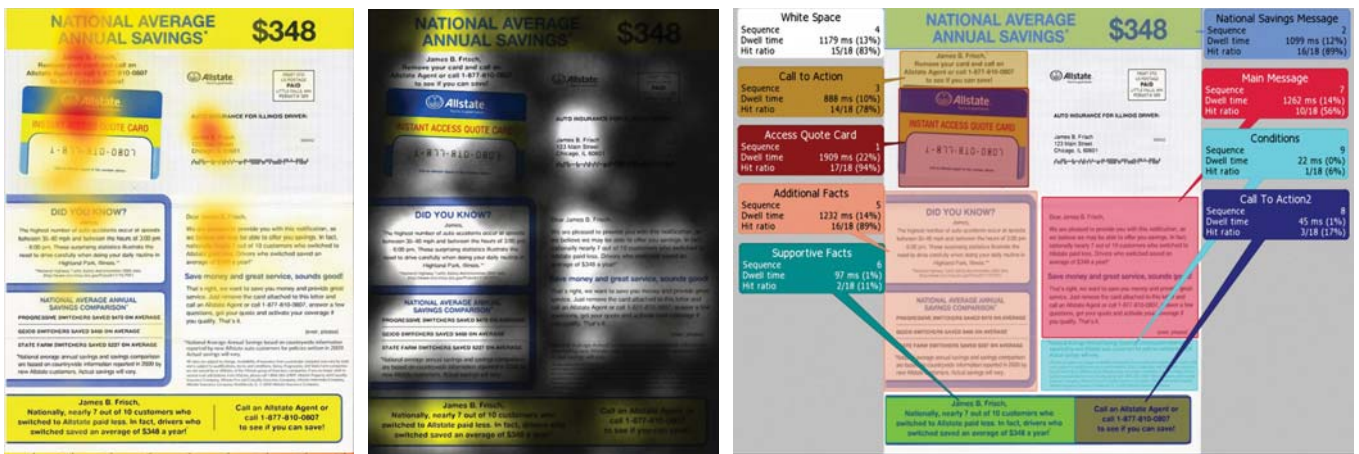


Figure 1: Allstate direct-mail piece. Heat map after eight seconds (left), focus map after 30 seconds (center), key performance indicators after eight seconds (right) n=18.

viewed. Focus maps are similar to heat maps but show areas viewed less often in black. Areas that are clear were directly viewed more often.

The chart of key performance indicators displays statistics for identified areas of interest. The sequence of one area of interest is the order that area was viewed, taking into account all identified areas. Areas that are not designated as an area of interest are described as white space. The dwell

time is the number of microseconds that users looked at the specific area of interest. The percentage next to the dwell time tells what percentage of the overall viewing time was spent on this item. The hit ratio describes the number of users who focused on that area of interest, out of the total number of users included in the analysis. Numerous additional eye-tracking measurements are also often used based on the particular goals of the study.

Provided specific insights

In this instance, the eye-tracking outputs for each direct mail piece tested provided specific insights on what participants viewed (and what they didn't), in what order and for how long, for each piece. For example, in the direct mail piece tested for Allstate Insurance (Figure 1) recipients first looked at the access quote card and initially spent the majority of their attention on this area. From there,

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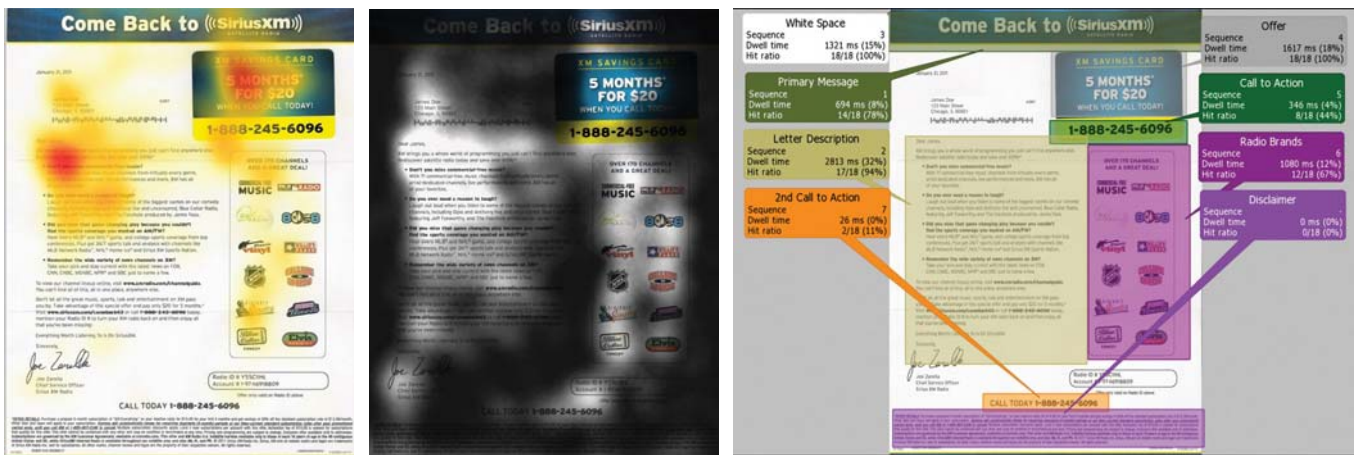


Figure 2: Sirius XM direct-mail piece. Heat map after eight seconds (left), focus map after 30 seconds (center), key performance indicators after eight seconds (right) n=18.

the top of the piece drew their attention next but their focus remained on the messaging vs. the annual savings amount, which was anticipated to receive higher views.

In another example of a Sirius XM piece tested (Figure 2), results showed that recipients were first drawn to the “Come Back” messaging at the top of the page, although minimal time was spent in this area.

Lastly, as seen in Figure 3 for the sample piece tested for ULTA Beauty, all recipients saw the primary offer on the right side of the piece, spending 22 percent of their total time in this area. All but one recipient saw the coupon, with recipients spending 20 percent of their total time in this area. Less than half of recipients viewed the ULTA logo upon initial review.

Across the eye-tracking data ana-

lyzed amongst all of the pieces tested, several overarching trends emerged, including:

- Color had no significant affect on the amount of time recipients spent viewing the piece.
- Female participants viewed each mail piece slightly longer than males, at an average of 10.5 seconds per piece.

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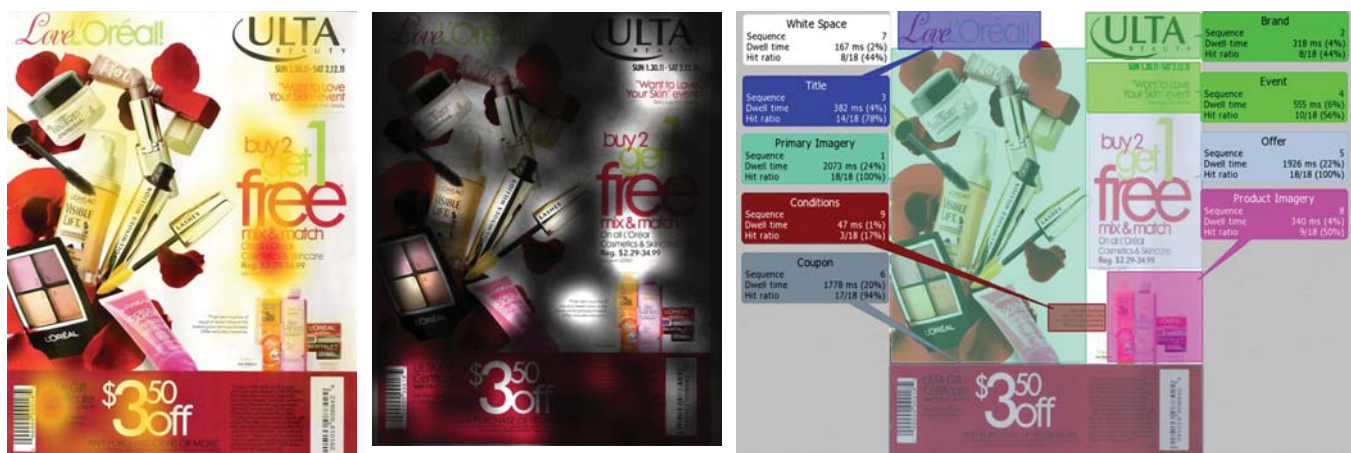


Figure 3: ULTA direct-mail piece. Heat map after eight seconds (left), focus map after 30 seconds (center), key performance indicators after eight seconds (right) n=18.

- Pieces with a coupon included had a keep rate 2.5 times higher than pieces without one.
- The average keep rate of brochures evaluated was 2.5 times higher than letter pieces evaluated.
- Lastly, pieces with faces looking towards the primary call to action resulted in higher view time on the call to action and less time looking at the face(s) (vs. pieces with faces looking head on).

Optimizing the creative

For direct mail, the print cycle is long and competition is fierce, thus optimizing the creative prior to launch is imperative. Eye-tracking provides marketers with real data to optimize their direct mail campaigns and ultimately improve conversions. If the recipient isn't intrigued enough upon first impressions to engage with the piece in the first place – or if they don't even have the opportunity to see the offer and call-to-action

with the minimal time they are willing to spend – then the foundation for success is missing. Eye-tracking can help uncover major opportunities to better understand the recipient's behavior and, ultimately, aid in campaign success. ①

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snapshot

Rather than making
an either/or choice
when it comes to tech-
based vs. traditional
qualitative methods,
why not go hybrid to
get the best of both
worlds?

The explosion of online and mobile technologies has become fertile ground for innovative qualitative research. Since social sites and smartphones have become the dominant way so many communicate, a social approach can be the most natural way to talk about the brands in our lives. Both online and mobile help us explore customers' experiences without geographic constraints.

Over the past several years, online discussion boards and communities have become quite common. Shorter-term online discussion boards are a fast, economical way to get the benefit of an online community in days or weeks without an ongoing commitment and expense. Long-term online insight communities provide an ongoing mechanism for staying in touch with your customer base and an efficient platform for launching targeted projects as needed.

These new techniques offer researchers a number of benefits, such as:

A wealth of rich feedback from 20-30 participants (or more) and more air-time per participant. The online platform breeds reflective responses. Participants answer in the comfort of their own homes in their own time so they can thoroughly think through their perceptions, behaviors and opinions. Also, there is no limitation on how much they can say in each of their responses, so every participant can have equal airtime to explain their viewpoints. They don't have to negotiate sharing time with others in a designated response window.

A means to alleviate interpersonal biases. Social cues – like the way someone looks, dresses, talks – are much less relevant. Participants have limited access to the physical characteristics of other members that can affect discussion flow and how interactions occur. Plus, the natural bias from hearing others' responses is controlled. We have the ability to mask responses, so participants will not know how others in the discussion have responded until they have given their own honest, complete answer.

For concept evaluation, order bias can be lessened in certain platforms by incorporating a tool to rotate the ideas, so certain groups of respondents see different ideas first.



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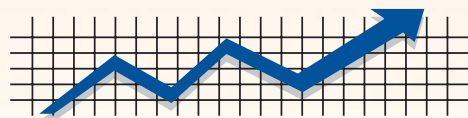
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Honest responses and realistic views into consumer experiences that are fostered by the relatively anonymous and unobtrusive nature of online participation. This setting gives us access to those who may be on the shy side in-person or those who are afraid to stray from majority response, or opinion leaders, in-person.

From an ethnographic standpoint, it allows us unobtrusive access into their lives via self-recorded video and pictures. Many times, participants are more at ease in their own natural environment without the distraction of a moderator and cameraman.

The ability to understand opinions over time. We can have participants capture their product/service usage over several weeks via journaling and discussions. This allows us to see if desires for specific products/services have remained strong or faltered after extended or repeated usage.

It allows for a personal touch. Although this personal touch does not compare to face-to-face interaction, moderators can create an open, comfortable environment that allows participants to realize they are talking to a live person – via video welcomes, video questions, welcome pictures, etc. Moderators can truly get to know many of their participants, depending on the length of the board.

Along with providing a personal touch with the moderator, online research allows participants to glimpse into their fellow members' lives. They naturally interact with each other, sharing their opinions and personal stories. They bond and get to know each other to a certain degree. Many participants are sad when projects are over.

The ability to incorporate projective techniques. One of the means by which we uncover deep insights in traditional qualitative is through projective techniques. Many of these techniques can be implemented in the online environment, so we don't lose the ability to use this very important qualitative method. We can have respondents create collages, video or photo journals, metaphors and more. We can also incorporate language-based exercises, such as storytelling, sentence completion and letter-writing.

Iterative and additive exercises collapse months of projects into

weeks. When the goal is to optimize concepts, consumers can evaluate initial ideas over two-to-three days, leave time for the creative team to revise, then expose the revised ideas for confirmation or further refinement. Depending on the number of concepts and the time needed to revise, this could all happen within the same week.

As needed, this iterative process can take place at an accelerated pace – in one to two days via immediate feedback communities. We can recruit an advisory group who can participate synchronously in one-to-two-hour sessions so the team can view results together real-time to encourage team alignment, with facilitated iteration and brainstorming sessions. These iterative projects can be less expensive and faster than equivalent work conducted as separate projects.

The ability to listen to participant-generated content. We're receiving answers to our research questions and are also allowed access into what's important to our respondents.

There are no geographic constraints. Your participants can be recruited from anywhere since they are participating in their own homes. And, we can sit at our desks or at home and see the results unfold in real-time.

Additionally, in-the-moment research via mobile can be used as a stand-alone approach or a supplement to shorter- and longer-term online qualitative projects. Thus, you can capture, see and hear reactions and experiences right when they happen with mobile texting, image and video – for initial perceptions and extended-use/change-in-appeal over time via mobile usage journals. And, you can move beyond your customers' perceptions of what they will buy, do or use and step into their reality.

Not the perfect fit

With all this excitement around online qualitative research, certain users of the methods are realizing it's not the perfect fit for all qualitative research needs. Some who have yet to adopt online methods are skeptical of losing some of the most valuable benefits of qualitative research, such as the in-person, human connection, improvisation, the volume of the nonverbal response and the ability to walk

through a consumer's space.

Online qualitative methods are not a panacea. Face-to-face qualitative can still provide a more intimate connection to consumers. While online methods allow for interaction and the ability to get to know the participants, there's nothing that can replace the intimacy of talking face-to-face to a warm, friendly, live moderator who is there to listen and help participants open up. Today's world has become so virtual that many people appreciate what has become the novelty of human interaction.

Additionally, in-person qualitative offers greater ability for improvisation. How many times has a traditional moderator entered a focus group room with a handwritten list of bullet points as a discussion guide, which was crafted with the clients 10 minutes prior? Or how many times has the guide been thrown by the wayside while the discussion turned in a more interesting and valuable direction? Online qualitative is limited in its ability to provide this flexibility; discussion boards are moderated live but pre-programmed, and even Webcam interviews are usually scripted. Moreover, changing direction and expanding topics too often in an online setting can lead to respondent fatigue.

In-person qualitative is also superior to online qualitative in its ability to capture spontaneous reactions. The first few seconds after a respondent reads a concept or views an advertisement are extremely telling. First impressions can't be repeated. In online discussions and communities, participants can sit and ponder their reactions before typing a response. Not that this is a bad thing; in many cases we would prefer more thought-out responses. However, if you are looking to get true gut reactions, online discussions and communities are not the best route. Even live online chats and Webcam interviews produce a split-second technological barrier to seeing the respondent's immediate reaction.

Traditional qualitative also provides a wealth of non-verbal cues via facial expressions and body movements – both of which are somewhat lost in the virtual world. We can capture reactions via self-recorded

video in the online realm but the self-consciousness of recording oneself can introduce bias into responses.

Last, but not least, in-person, traditional qualitative lets us physically be in their worlds – while cooking, shopping, attending sporting events, watching TV, you name it. While we can certainly see into customers’ worlds via video uploads, we’re not there with them. The insights that can be captured by actually living in their world instead of simply seeing can be powerful.

The benefits of both

As we can see, both new and traditional qualitative methods have tremendous benefits. Depending on the research needs, either one can be used as a stand-alone method. Of course, more and more we are seeing there is a need to leverage the benefits of both.

For those who have yet to try online or mobile qualitative, a hybrid approach that combines both new and traditional qualitative is a great way to get your feet wet without losing the comfort and confidence you have in in-person qualitative.

A hybrid qualitative approach provides a lot of flexibility and advantages, including:


- Getting broader geographical reach. If you need that in-person touch, go traditional. Need to get feedback on a national level? Incorporate online or mobile. This will also help to save you some money by eliminating the need to conduct groups or interviews in multiple markets and save on travel costs and time out of the office.
- Merge top-of-mind gut reactions, including non-verbal (traditional), with in-depth, reflective evaluations over time (online).
- Conduct exploratory online discussions along with in-person ethnographic “tag-alongs.” In many situations it can make sense for us to have participants record their experiences but in certain situations it’s simply best for the research to be in their world – for example, drive-alongs, walk-alongs, sport-alongs, drink-alongs, etc. A trained qualitative researcher can observe what the consumer may not even be aware of – like the frozen pizzas in their

“organic” kitchen.

- Use online or mobile journals for homework prior to focus groups so we can see their actual recorded experiences and explore deeper through an in-person discussion.
- Conduct in-person tag-alongs to develop vocabulary and attributes prior to an online discussion.

Ultimate qualitative goals

As you can see, the possibilities are almost endless. We should continue to move

forward by embracing the new while also keeping to our qualitative roots. For your next project, consider going hybrid and merging the new and traditional methods into one study to achieve your ultimate qualitative goals. 

Mary McIlrath is senior vice president at Chicago-based C+R Research. She can be reached at 312-828-9200 or at marym@crresearch.com. Erin Barber is vice president at C+R Research. She can be reached at 312-828-9200 or at erinb@crresearch.com.



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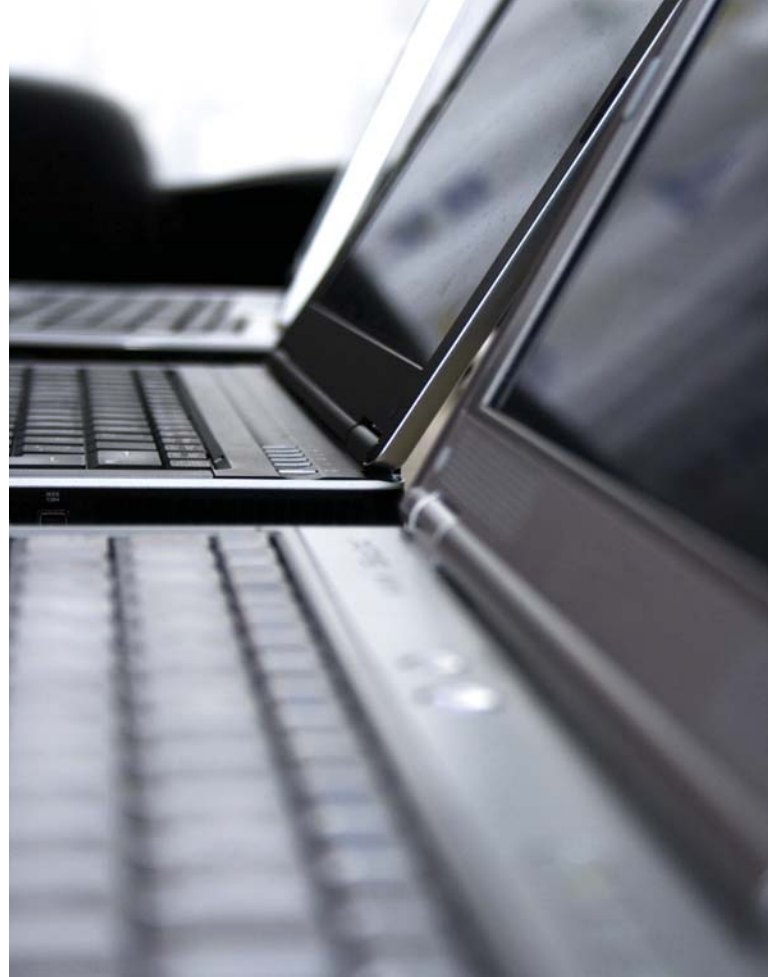
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●●● tech-driven qualitative research

Be true to your school

How to benefit from technology without sacrificing your qualitative researcher soul

| By Molly Turner-Lammers

snapshot

Fieldwork Seattle's Molly Turner-Lammers offers tips on using what tech-based qual has to offer while preserving the strengths of its offline equivalent.

As qualitative researchers, we believe that deep-seated perceptions have an impact on human behavior. It is, quite simply, what our profession is about – getting beyond the surface to the core of what motivates people. We do face-to-face research because we know that body language and facial cues are important to these discoveries. What a respondent says can mean different things depending upon their inflection and non-verbal cues.

But qualitative researchers must also be businesspeople, and in the business world, technology has often replaced face-to-face interaction in the name of efficiency. Telecommuting, videostreaming, virtual conferencing, e-mail ... these and others have replaced much of the face-to-face communication of the business world.

In many cases, the efficiency these technologies have brought has done nothing to diminish the quality of business operations. But for the qualitative researcher, technology presents a problem. How do we preserve the integrity of face-to-face research and still utilize the efficiencies of technology?

Here are some things you can do to utilize the benefits of technology without sacrificing your qualitative researcher soul.

Use online groups for difficult recruits or faraway markets. Online groups – those where respondents use Webcams and meet in a virtual facility – have improved with the current sophisticated software but are still not ideal for reading respondent non-verbal cues. Moderators also say that, compared to in-person groups, it's not as easy to create group rapport and show materials in online forums. Clark Murray from Churchill Group, a New Canaan, Conn., research firm, adds, "One of our big things here at Churchill Group is having respondents do what we call 'get up and move' exercises where they get out of their seats and interact with stimulus, pick things up, physically sort them, etc. We've learned this helps keep respondents engaged and their energy levels high. Obviously, a disadvantage of virtual groups is that the respondents are pretty much limited to sitting on their tails looking into a Webcam and that has a risk of fostering passivity and reduced attention."

However, if you need to talk to a group of people with a rare disease, or cattle ranchers across three states, this may be the only way to go. For example, Mark Stinson of ad agency GSW



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Worldwide wanted to talk to a group of hospital laboratory directors. “We wanted to have focus groups to compare experiences,” he says, “but could not have facilitated a group in any one city due to the competitive nature of the hospital labs. The Webcams allowed us to have face-to-face interactions with a national sample. I can bring together participants from literally all over the world for two hours – when it would be inconceivable to schedule or budget that otherwise.”

Virtual groups can also cut down on travel costs for a study requiring far-flung markets. If you are going coast-to-coast or further for a project and have limited time and/or funds, utilizing online groups for some markets and face-to-face for others can reduce costs without sacrificing the nuances that face-to-face work reveals.

Offer videostreaming for viewers.

All reputable qualitative facilities offer videostreaming services, allowing viewers to watch the groups/interviews live on their computers from anywhere. Convince your penny-pinching clients that if anyone should stay at home and utilize modern communication technology to save money, it should be them. Easy for me to say, I know. But in the end, they are

paying you to be the expert in analysis. Point out that debriefing online is a lot easier than conducting a group online.

Prime the pump with online chats.

One or two online discussions prior to face-to-face groups can make a drastic difference within a group. Online chatting, in all of its forms, has become so prevalent that many people are now more comfortable talking to strangers online than they are face-to-face. Respondents who feel they “know” each other online are apt to be more candid once they get together in a group. In the best cases, the respondents will be excited about meeting each other and more likely to show. If you do end up with a “conversation killer” or some other undesirable in the group, at least you will know ahead of time and have the opportunity to get rid of that person prior to the face-to-face.

Get the homework up front.

Digital cameras and scanners are now common household items, so why not use that to your advantage? Have the homework sent to you electronically prior to the groups. You can make sure everyone does it and you can use the homework to inform your discussion. Added bonus: people who send the homework ahead of time are more likely to show up. People

who don’t send it on time (or tech-challenged participants who send a picture of their hand instead of the product being researched, etc.) can be replaced.

Simplify your electronic algorithms so they don’t kill your efficiency.

More and more researchers are utilizing technology to screen respondents with computer-driven algorithms. Algorithms are sorting schemes used to divide consumers into various groups based on how they answer a series of questions. For example, when it comes to cleaning the house, are you someone who abhors any kind of clutter and cleans constantly? Or someone who runs around and picks up just before guests arrive? Are you happy with the type of cleaner you are or do you wish you were more tidy or less obsessive-compulsive?

Figuring out someone’s consumer profile prior to groups can be very valuable in the research process. But when algorithms become long and complex, implementing the process becomes inefficient at the recruiting level.

Because algorithm questions typically involve highly specific combinations of personal habits or attitudes, it’s difficult for a recruiting facility to target the people they need. Indeed, facilities

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are often in the dark regarding what the profiles represent. Algorithms frequently involve 20 or more questions and the programs spit out obscure profile names like “Perpetual Purist” or “Esoteric Egotist.”

Facilities like the challenge of finding the hard-to-find respondent. (I swear it’s true. I work in a recruiting room every day.) We brainstorm about how to find and attract that specific person. Technology has made this process more efficient for us on the whole. If we know that we are trying to find someone who is super tidy when it comes to cleaning the house, we might search our database for certain occupations. Event planners and hospital administrators require high levels of organizational skills. We might look for people with dust allergies. We might focus on households with no kids. But we can’t begin to target a “Perpetual Purist” in our database or online or on the street. All we can do is mindlessly run people through the program and cross our fingers. The result is, we have to screen a lot more people to complete a recruit. Consider this: A long algorithm often adds 10 minutes or more to the screening process and “a lot of people” times 10 minutes means beaucoup hours of work someone (probably you) has to pay for.


I’ll note here that keeping the algorithm simple may do more than just help recruiting efficiency. We have noticed that when we re-ask a long series of algorithm questions, people are likely to change their responses slightly. Sometimes those changes don’t make a difference in which profile comes up but sometimes it does.

If you are going to use long algorithms (despite my pleas), allow for a batch approach. One way facilities have used technology to improve efficiency is through online prescreening. Respondents fill out some key screening questions online – either the algorithm itself or precursors to it. Then we call only those who qualify per the prescreen. Putting the algorithm questions online can save time on the phone but most algorithm programs only allow for one respondent entry at a time. The data entry process is still laborious. The best tools allow us to enter a batch of responses via an Excel form. It increases the efficiency dramatically and clients get their “Purists” at non-Purist costs.

Use the data from online prescreening to inform your research. Online prescreening is an enormous time-saver for certain types of recruits, particularly difficult recruits where one or two specs

knock out the vast majority of the population. So this technology can help get that recruit done but there’s an added benefit to researchers that’s rarely utilized: Online prescreens create quantitative data in an electronic format that’s easy to analyze. This data is much more informative than your typical “term and tally” that facilities generate. In particular it can give you insight into the variances between markets.

Let’s say you are looking for adults who play XYZ video game frequently. Tampa gets the recruit done with no problems. Seattle is struggling. No one seems

to play that game. Seattle sends you the online prescreen data (without respondent names or contact info on it of course). You notice that in the clustered question asking which games they play, the majority play a competitor’s game that is very similar to XYZ (one that no one plays in Tampa). Why? I don’t know. Let’s add a group of “competitors” and find out! 

Molly Turner-Lammers is vice president of Fieldwork Seattle, a Kirkland, Wash., research firm. She can be reached at 425-822-8900 or at mollyl@seattle.fieldwork.com.

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●●● tech-driven qualitative research

Change for the better

Mixing old and new qualitative methods

| By Curtis Kaisner and Karen Lindley

snapshot

The same technologies that are changing our lives as consumers are also changing our abilities as researchers. Here's a look at how traditional and tech-based qualitative tools can be successfully married.

As the saying goes, there are two certainties in life – death and taxes. But we believe there is another certainty: change. We frequently read statistics about how quickly our knowledge is morphing and expanding and we experience the changes technology imposes on our lives every day.

The corporate world is not immune. Yet the very nature of change can present challenges for corporations that may be used to moving more gradually and deliberately. Exhibiting responsiveness and nimbleness are keys to not just adapting but embracing changes brought on by technology. And, as a researcher, whether you consider yourself a traditionalist or technologist, we have a duty to help drive, and usher in, this change.

Consumers – considered the very lifeblood of marketing research – are rapidly embracing technology in every facet of their lives. New gadgets and lifestyle technologies have not only become ubiquitous but necessary.

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Reaching consumers “where they are” and in a manner that makes them feel most at ease will ensure our qualitative insights become richer and paint a more authentic picture of how products and services fit into their lives.

While it may be necessary to gather a group of consumers at a central location to discuss the features – and hear the sound – of a new home theater system, it could be just as effective to ask consumers to go to a store with smartphone in hand and upload a confessional video about their experience with that same system. Imagine the unfiltered insights as we effectively guide consumers toward this moment of truth. We leave the raw reaction, literally, in their hands, and in the video archives that provide powerful evidence to back data.

Look into the past

To better understand how we can embrace opportunities to make qualitative methods richer through technology, we need to look into the past. The first live, online groups offered moderators a new way to interact with consumers. Yet their dependence on typed communication eliminated the ability to read non-verbal cues. This set the pace of listening and probing at “only as fast as consumers could type.” These constraints limited the sorts of topics that could be covered in this medium. If you wanted to gauge facial expressions and emotions, this approach came up short and certainly did not give the intimate feel of in-person sessions. The options for stimuli and screen-sharing were limited or non-existent.

As a result, the first online qualitative approach was met with skepticism. This doubt halted further exploration and delayed its arrival in the research world. Eventually, this technology gained traction in the late 1990s with the initial patent summarized as a “System and Method for Conducting Focus Groups Using Remotely Located Participants over a Computer Network.” The initial patent was filed by Greenfield Online in 1999 and was later acquired by iTracks in 2001. Since that time, multiple vendors have joined the online focus group space and this technique and its offshoot applications have been moving forward ever since.

Fruitful interactions

Today, the online focus group platform has drastically evolved, enabling us to have fruitful interactions with consumers through the use of Webcams and shared computer screens. Webcams allow faces to be seen and expressions captured, creating a reality that closely replicates an in-person group.

Virtual focus groups today also integrate screen-sharing, allowing researchers to conduct a variety of testing: Web site and app usability studies; imagery and ad concept mocks and mark-ups; heat mapping; and picture and word sorting.

With online focus groups, researchers can also share an array of multimedia stimuli such as PowerPoint decks, storyboards, video and audio tracks.

The online surge has not stopped there, as the evolution of online focus groups has occurred simultaneously with the advancement of other technologies. Online journals, communities and video diaries are also embraced for their ability to capture in-the-moment consumer reactions. And, adding in photo and video uploads gets us another step closer to the consumer – in the store, at the point of purchase and during consumption. They help bring feelings, emotions and motivations to life with minimal intrusion, capturing a rawness that other earlier forms of online qualitative were unable to provide.

Unfortunately, these platforms require consumers to recall the moment they wrote their response, snapped the picture and/or shot the video. They still lend themselves to afterthought interpretation by consumers.

New integrative approaches

The increase of hybrid research methods is a reflection of how researchers are melding the strengths of multiple techniques to form new integrative approaches. Doing so allows us to view consumers through multiple lenses, creating a more complete consumer picture. And, while these innovative techniques can serve as a replacement for traditional methods, they are often best utilized as enhancements to research. While each technique is not one-size-fits-all, we must recognize and leverage the benefits of each to create a comprehensive research solution.

Let’s look at a few select hybrid scenarios.

Scenario 1: Product exploration – video diary + online focus groups (FGs) + short-term marketing research online community (MROC)

Situation: A candy manufacturer wanted to understand awareness of its football sponsorship and the role its products play during the viewing of playoff football games among consumers viewing in home, at parties or in person.

Solution:

- Video diaries/confessionals – View playoff game rituals including preparation/shopping, viewing and all food/beverage consumption on game day.
- Online focus groups – Gain deeper understanding of behaviors/rituals and discern differences between regular-season games, playoff games and the Super Bowl itself.
- Short-term MROC – Gather ratings (quantitative) and reactions (qualitative) around awareness and fit of sponsorship along with feedback on various promotional concepts.

Scenario 2: Product placement – online journal + online bulletin board + online FGs

Situation: A clothing manufacturer wanted to perform product placement research with fashionable men to determine its pants’ fit, comfort, style, durability, washability, etc., and competitive benchmarking.

Solution:

- Online journal – Gather unaided consumer feedback/observations as they wore, washed and re-wore the pants.
- Bulletin board – Glean additional insight into targeted areas of interest by posting specific questions (with the ability to post follow-up probes for more depth/clarification) over the course of the product placement.
- Online FGs – Gain detailed product feedback and competitive perceptions from groups with product placement respondents and their personal friends. The discussion guide was developed to address themes revealed through the online journals and bulletin boards.

Scenario 3: Web site usability – Online IDIs

Situation: An online retailer needed to test the layout, design and functionality of its new Web site within the constraints of a tight budget.

Solution:

- Online IDIs – Utilizing our standard online FG platform, we are able to share the moderator’s screen with respondents, give them control and perform a standard usability interview with them seated at their home computer. (Note: Usability interviews can also be conducted online for smartphones or tablets using a special low-glare HD Webcam.)

Real-time glimpse

With the onset of 4G smartphones, we are dabbling in the ability to access consumers through videochat platforms. Sure, we can chat online now but a smooth audio and video feed is not possible without a direct Wi-Fi connection. This limits where consumers can take us and what they can show us. Once the kinks are worked out, mobile chats will offer an unencumbered, real-time glimpse into the lives of consumers.

Imagine this: A client is observing via computer a consumer entering a retail outlet with the same home theater system as in our earlier example. Synchronized in real-time, the moderator from her office directs the consumer to a special seasonal display and asks what they notice first. Both client and moderator witness what the consumer sees and the questioning begins. No memory recall is needed. No reflectivism enters the research process. No overrationalization is brought to the table. No team of researchers following them in the store.

In reality, we’re not far off. Current trials of real-time interviews via smartphones and other 4G mobile devices show great promise. So far, we’re witnessing seamless video observation and audio communication without lags. With 4G rollouts on the rise, we expect this transition to take hold by the end of 2013.


In the meantime, we are leveraging 4G hotspot devices as part of incentive process, breaking the Wi-Fi tether and further enabling participation of 3G owners. Similar to sending external Webcams for online groups, these hotspots are a great interim solution to getting closer to mobile ethnography.

Driven by dreaming

Innovation is not accomplished solely through invention. It’s driven through adaptation – taking an old idea and making it better – leveraging existing

tools and applying them differently to suit your and consumers’ changing needs. But it’s also driven by dreaming. It’s okay to ask ourselves, “What if?”

No longer reserved for quantitative research, online – and very soon mobile – methods will breathe new life into qualitative research. These options will enable researchers to think more creatively and perhaps less scientifically as a discipline. This will also allow us to bring consumers into the research process in a way that bet-

ter resonates with them. As a result, insights will be more rooted in reality, adding a fresh layer of authenticity to research. That’s the kind of change we can all welcome. 

Curtis Kaisner is director, qualitative methods, at Gongos Research, Auburn Hills, Mich. He can be reached at 238-239-2321 or at ckaisner@gongos.com. Karen Lindley is director, digital methods, ConsumerView online qualitative, at Gongos Research. She can be reached at 248-239-2332 or at klindley@gongos.com.



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Names of Note

In Memoriam...

Jay Faberman, former market researcher at *Procter & Gamble*, Cincinnati, died in January at age 70.

Haralambos "Harry" Pappafloratos, CEO of Wellington, New Zealand research company *Colmar Brunton New Zealand*, died in February at age 55.

■ **Richard Hanks** has retired as president of Murray, Utah, research company *Mindshare Technologies*. Hanks will remain chairman of the board.



Hanks

■ *Research Now*, Plano, Texas, has promoted **Chris Dubreuil** and **Ben Hogg** to senior vice president, client development, Northern Europe. Both are based in the company's London office.



Hogg

■ *NBCUniversal*, New York, has named **Ari Perler** vice president, market research and strategic sales insights, *NBCUniversal* cable and new media distribution and *NBCUniversal* domestic television distribution.

■ **Kevin Yoder** has joined *Twentieth*

Century Fox, Los Angeles, as executive vice president, research and strategy.

■ **Radha Subramanyam** has joined *Clear Channel Communications Inc.*, San Antonio, as executive vice president, sales and marketing research, media and entertainment. She will be based in New York.

■ Washington, D.C., research company *Heart+Mind Strategies* has hired **Shawn Wade** and **Melissa Rajan** to its health care client services team. Both will be based in Los Angeles.



Wade

■ **Douglas Darfield** has joined *Telemundo Media*, Miami, as executive vice president, research and strategic insights.



Darfield

■ **Darin Klein** has joined the technology practice of Salt Lake City research company *The Modellers* as senior vice president. Klein will be based in Seattle.



Klein

■ Encino, Calif., research company *Field Dynamics* has named **Myla Kovac** president.

■ *The Neuromarketing Science and Business Association*, Venlo, the

Netherlands, has named its board of directors: **Richard Silberstein**, president; **Gemma Calvert**; **Christophe Morin**; **Martin de Munnik**; and **Rafal Ohme**.

■ New York research company *OnePoint Global* has hired **Robert Philpott** as global managing director.

■ Hanover, Germany, research company *GfK nurago* has hired **Marcus Föbus** as director, product management, audience measurement online and mobile sector.



Föbus

■ *The Market Research Society*, London, has elected **Phyllis Macfarlane** as its chairman.

■ **Bill Foster** has joined New York research company *Advanced Focus* as project director.

■ **Anna Gurevich** has joined the New York office of London research company *Illuminas* as vice president, health, wellness and CPG.

■ **Madolyn J. Jones** has been named research director at *Resolution Research*, Denver.



Jones

■ *The Pert Group*, a Farmington, Conn., research company, has named **Doug Guion** president.

■ *ACT Inc.*, an Iowa City, Iowa, not-for-profit organization, has hired **Bryan Maach** as vice president,

marketing research and analysis.

■ Needham, Mass., research company *in4mation insights* has hired **Michael Nestrud** as director, client insights and sensory science.

■ *Holden Pearmain*, a Surrey, U.K., research company, has named **Russell Mills** and **David White** senior director, pharmaceutical and health care.

■ **Al Angrisani** has been named president and CEO of Rochester, N.Y., research company *Harris Interactive*.

■ Salt Lake City research company *Allegiance* has hired **Jennifer Beyer** as vice president, best practices.

■ *Encuity Research*, Newtown, Pa., has named **Michael Turner** general manager.

■ *M/A/R/C Research*, Dallas, has hired **Brad Seipel** as an agribusiness and animal health specialist.

■ London research company *Added Value* has named **Bart Michels** head of global clients.

■ *The GfK Group*, a Nuremberg, Germany, research company, has named **Amanda Boote** global key account director, consumer goods. She will be based in London.

■ *MarketVision Research*, Cincinnati, has hired **Jim Huttenberger** as vice president, business development, West Coast.

■ London research company *TNS UK* has appointed **Joseph Webb** as head of digital.

■ **Jim Longo** has joined New Orleans research company *VoteIt* as senior vice president, client development and marketing.

■ Reston, Va., research company *comScore Inc.* has named **Greg Dale** executive vice president, international; and **Cameron Meierhoefer** COO. The company has also promoted **Serge Matta** to president, mobile and operator solutions; and hired

Thomas Karrat as president, global marketing and media solutions.

■ **Benjamin Punchard** has joined London research company *Mintel* as senior global packaging analyst.

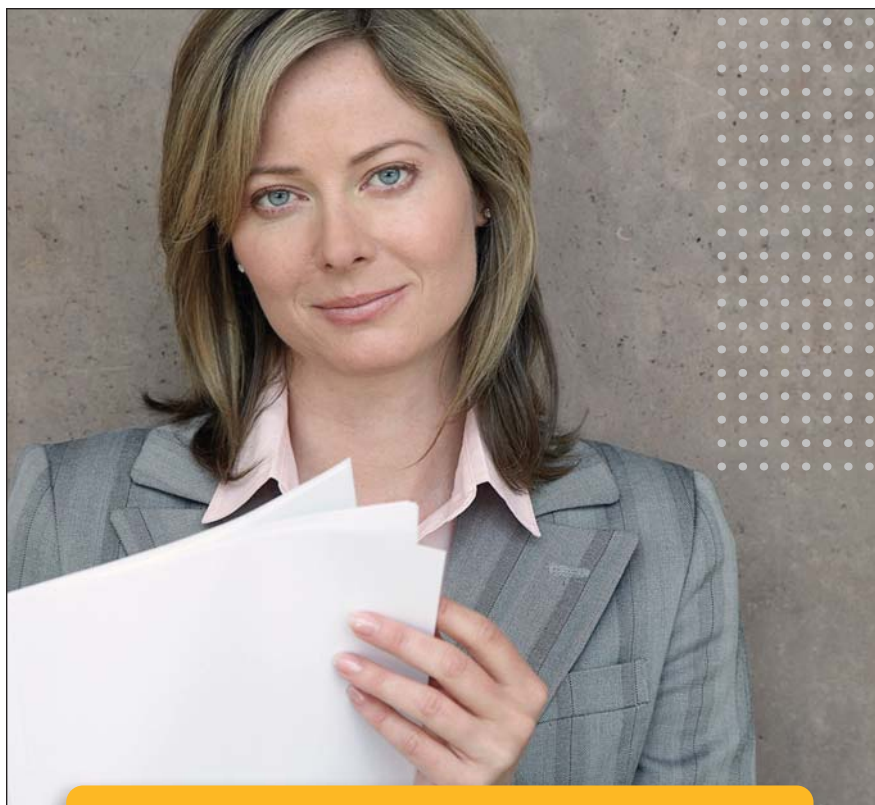
■ *The Demand Institute*, a New York nonprofit, has appointed **Pope Ward** executive director and **Louise Keely** chief research officer.

■ Singapore research company *GfK*

Asia has hired **Lawrence Yeow** as regional retail director.

■ Stamford, Conn, research company *InsightExpress* has promoted **Marc Ryan** to executive vice president and chief research officer.

■ **Bruce Wells** has been named managing director and president, Asia, at *Vision Critical*, a Vancouver, B.C., research company.



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Research Industry News

Acquisitions/transactions

■ Las Vegas research company **Applied Analysis** has acquired research company **SalesTraq**, also in Las Vegas.

■ Englewood, Colo., research company **IHS Inc.** has acquired **IMS Research**, Wellingborough, U.K., for approximately \$46 million.

■ New York research software company **Buddy Media** has acquired London social advertising software company **Brighter Option**.

■ London marketing company **St Ives Group PLC** has acquired London research company **Incite Marketing Planning Ltd.**

■ Englewood, Colo., outsourcing company **TeleTech Holdings Inc.** has acquired Burlington, Mass., research company **iKnowtion**.

■ **Aegis Group PLC**, London, has acquired Budapest, Hungary, advertising company **PPI Central Europe Ltd.** PPI will be re-branded to become part of the Posterscope EMEA division of Posterscope Worldwide.

Separately, Aegis has also acquired Beijing digital agency **eLink Advertising Co. Ltd.** ELink will become part of the Isobar digital creative network in China.

Finally, Aegis has acquired Chicago digital agency **Roundarch Inc.** for an initial consideration of \$125 million. Roundarch will be combined with Isobar, Aegis Media's digital creative network in the U.S., to form RoundarchIsobar.

■ Horsham, Pa., research company **ImpactRx** has acquired San Mateo, Calif., research company **AlphaDetail Inc.**

■ **Informa Research Services Inc.**, Calabasas, Calif., has acquired **ICANBUY Corp.**, a Santa Ana, Calif., financial technology services company.

■ Elkins Park, Pa., language services company **CETRA Language Solutions** has acquired **International Language Solutions**, Alexandria, Va. International Language Solutions will become part of CETRA, continuing to operate with its current staff and in cooperation with the CETRA executive team.

■ Nuremberg, Germany, research company **The GfK Group** has acquired **Bridgehead International**, a U.K. medical consulting firm. The company will operate as GfK Bridgehead.

■ New Brunswick, N.J., research company **Connotate Inc.** has acquired El Segundo, Calif., software company **Fetch Technologies**.

Alliances/strategic partnerships

■ Research companies **Mzinga**, Waltham, Mass., and **ISM**, Bethesda, Md., have partnered to combine Mzinga's OmniSocial platform and ISM's social customer relationship management solutions.

■ London research company **Ipsos MORI** has partnered with **The Design Laboratory**, a London creative agency based within the Central Saint Martins College of Art and Design. This collaboration aims to improve the visual representation of data for research clients.

■ New York public relations agency **Ketchum** has partnered with Salt Lake City research company **The Modellers** to create an offering designed to quantify the dollar-value return on clients' public relations investments.

Association/organization news

■ Research associations **Asia Pacific Research Committee** (APRC), Glebe,

Australia; **European Federation of Associations of Market Research Organizations** (EFAMRO), Brussels, Belgium; and **Americas Research Industry Alliance** (ARIA) have partnered to form the **Global Research Business Network** (GRBN). GRBN aims to support national associations regarding issues that have global impact, such as data privacy, personal identity protection, regulatory compliance and process quality. The network will be codirected by Peter Harris of APRC, Alex Garnica of ARIA and Barry Ryan of EFAMRO. GRBN is online at www.grbn.org.

Awards/rankings

■ Cincinnati research company **Convergys Corporation** has received the 2012 Service Award in Outsourcing from *Customer Relationship Management* magazine. Convergys was chosen based on high marks in customer satisfaction, company direction and depth of services and analyst comments praising the company's research division and investment in multichannel care.

■ **Roy Morgan Research**, Melbourne, Australia, has announced the winners of its inaugural Customer Satisfaction Awards. The Customer Satisfaction Awards recognize outstanding customer service providers in 35 categories, based on Roy Morgan's annual Single Source survey of approximately 50,000 Australians. Winners included **Virgin Mobile**, **Apple**, **Lexus**, **Qantas** and **Aldi**. A full list of winners is online at www.customersatisfactionawards.com.

New accounts/projects

■ Portland, Ore., research company **Rentrak Corporation's** TV Essentials television ratings service has been adopted by **The CW Television Network**, Burbank, Calif. Additionally, **Hallmark Channel** and **Hallmark Movie Channel**, Studio City, Calif., have extended their contract for TV Essentials. Horsham, Pa., video and music network **Music Choice** has also expanded its contract with Rentrak to adopt Rentrak's TV Essentials.

Separately, **Local TV LLC**, Fort Wright, Ky., has signed a contract for Rentrak's StationView Essentials television measurement service for FOX-affiliate WJW in Cleveland.

■ **NBCUniversal**, New York, has selected Columbia, Md., research company **Arbitron Inc.**'s Portable People Meter service to track out-of-home television viewing of the 2012 Olympic Summer Games in London.

■ **C+R Research**, Chicago, has adopted Vancouver, B.C., research company **Vision Critical**'s suite of tools as a certified partner.

■ Stamford, Conn., research company **InsightExpress** has been commissioned by Chicago communications company **VivaKi** to measure advertising effectiveness on tablet devices using InsightExpress's Tablet AdInsights solution. The project is part of VivaKi's The Pool research initiative.

■ Munich, Germany, research company **TNS Infratest** has adopted Norrköping, Sweden, research company **Dapresy's** Dapresy Pro software to create dashboards and online portals for its ad hoc and tracking surveys.

■ **Gauge Mobile Solutions Inc.**, Vancouver, B.C., has signed agreements with Canadian outdoor advertising suppliers **Astral Outdoor** and **Newad** to integrate Gauge's Scanvee mobile advertising management technology into their ad campaigns.

New companies/new divisions/relocations/expansions

■ New York communications company **Omnicom Group Inc.** has launched **sparks & honey**, a New York research agency, as part of Omnicom's Diversified Agency Services division. Terry Young will serve as founder and CEO of sparks & honey.

■ Researchers Kevin O'Neill and Christopher Korody have formed **Audience Metrix LLC**, an El Prado, N.M., research company specializing in event measurement. The company is online at www.audiencemetrix.com.

■ London communications company **Chime's** Insight and Engagement

Division has launched **Watermelon Research**, a digital research agency.

■ London research company **OpinionPanel** has rebranded as **YouthSight**.

■ New York consulting firm **Campbell Alliance** has launched **Encuity Research**, Newtown, Pa., serving the pharmaceutical and biotech industry.

■ New York research company **WorldOne** has opened an office in Shanghai, China.

■ Steve Babcock has launched **Insights Market Research LLC**, a Roswell, Ga., research company. The company is online at www.insightsmarketresearch.com.

■ Paris research company **Ipsos** has reorganized its Ipsos Marketing division, forming four separate practices: market understanding and measurement; innovation and forecasting (Ipsos InnoQuest); health care (Ipsos Healthcare); and qualitative (Ipsos UU).

■ Aachen, Germany, research company **Dialego** has launched its Innovation Consulting division. Detlef Happel will lead the operation.

■ Researcher Scott Koenig has launched **Social Marketology**, a Dallas marketing company. The company is online at www.socialmarketology.com.

■ Jupiter, Fla., research company **MVL Group** has launched research company **3Q Global**, also in Jupiter. Lori Weingarten and Iris Blaine will lead the development of 3Q Global.

■ London research company **BrainJuicer Group PLC** has relocated its New York office to 225 Broadway, Suite 800, New York.

Research company earnings/financial news

■ **Vision Critical**, Vancouver, B.C., reported 2011 revenues of \$72 million, an increase of 17 percent over 2010.

■ **Ipsos**, Paris, reported 2011 revenues of \$1,362.9 million, up 19.5 percent over 2010.

■ **B2B International**, Manchester, U.K., reported 2011 revenues of \$6.3 million.

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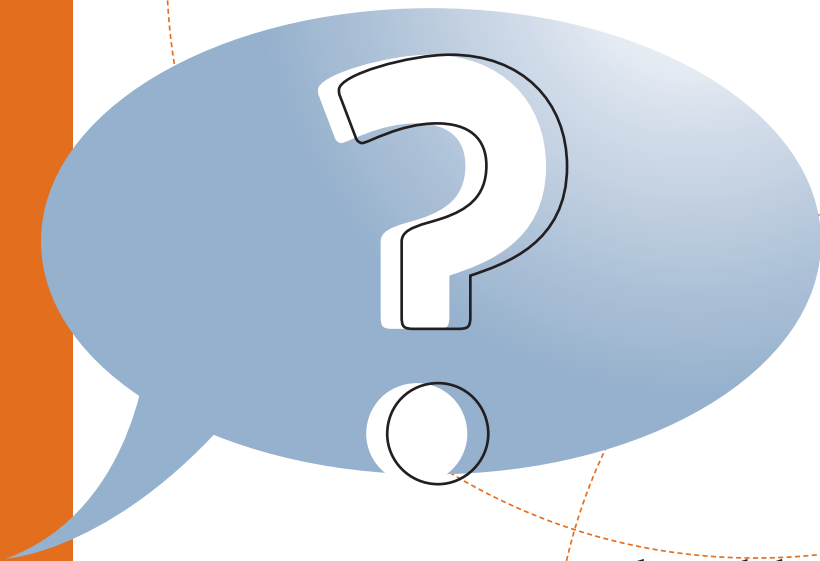
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Questions you should ask when selecting a moderator

After the project is completed, what are your deliverables?

Most qualitative researchers offer a variety of reporting approaches ranging from written report (toplines, executive summaries, full reports, etc.) to in-person presentations. The type of reporting will vary depending on your needs and pricing considerations. At the end of the project your organization should have learned more about how your customers feel in a way that aligns your marketing efforts with the needs of your customers.

Can you help me determine where should we hold our focus groups?

A skilled qualitative researcher should be able to help you choose which market or markets to visit. Obviously, you should interview people in the markets where you have customers. If you are in many markets, you should pick representative markets, but also consider a good spread by geography and size of market. As the economy grows ever more global, regional differences in many product categories

have been evaporating. However, with some categories regionality is still important.

What is your philosophy of moderating?

The answer should be in line with the client's general approach to marketing research and also align with the client's corporate culture and with the type of product or service being researched. For example, if the client firm is a staid, no-nonsense company, its in-house researchers may not be comfortable with a moderator who uses a variety of exploratory projective techniques.

Here are my project objectives - what would be the best qualitative approach to accomplish them?

Keep an open mind as to which is the best methodology: online or offline, focus groups or in-depth interviews, ethnography or in a facility. Think about your customers - how they can be reached best and how well would they respond to each methodology? A strong qualitative researcher should be able to consult with you and help you identify the best methodologies for your project.

Special thanks to the Qualitative Research Consultants Association and Judy Langer, president of New York-based Langer Qualitative, for providing input on the questions and responses.



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2012

Focus Group Moderator Directory

Following is a list of over 240 moderators at 138 firms. These firms have paid to be included in the magazine version of the directory. The directory has three sections. The first section lists all the firms alphabetically and includes their contact information along with the names of the moderators they have on staff. The second section cross-references firms by the industries and markets they specialize in and the third section is a personnel cross-reference of the moderators. For your convenience, this directory is also available at www.quirks.com. (The online version lists 1,000 moderators at nearly 900 firms.)

Focus Group Moderator Directory Table of Contents

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Industries & Markets Cross-Reference	p. 70
Personnel Cross-Reference	p. 78



A searchable version of this directory is available at www.quirks.com



A & K Research, Inc.

Dearborn, MI
Ph. 313-406-2590
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www.ankresearch.com
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Allan Benedict conducts in-person and online focus groups (bulletin board/iMarkIt/real-time). Moderating 25 years. Important to you: experience, responsiveness, commitment to your success. You will appreciate having one senior-level contact - and partner - for your entire project. In addition, our quantitative capability enhances qualitative results - A&K Research provides the complete package.

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www.nwahr.net

Adrian Lechter Rey

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Alida Lechter

1500+ sessions since 1995

Interdisciplinary male and female moderators with over 18 years of experience in the Hispanic market. Employing both traditional and innovative projective techniques, we identify the factors that influence and shape consumer behavior and provide actionable intelligence to develop and support strategic business decisions. Skilled in structure, rhythm and tone of focus groups and ethnographies, we help consumers to articulate their feelings, attitudes and beliefs so they can verbalize their real motivations. Frequent projects in Latin America help us understand the socio-cultural frame in which Hispanics exist, allowing us to connect naturally with consumers from different origins and backgrounds. If needed, in-house recruiting ensures quality respondents.

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(A Survey Service Company)
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sadelman@surveyservice.com
www.surveyservice.com

Susan Adelman

1500 sessions since 1980

James R. Bachwitz

200 sessions since 1986

ARG, a Survey Service Company, specializes in understanding behavior, attitudes and decision-making utilizing custom-designed research solutions to drive growth, innovation and change. We believe that the success of any qualitative study is dependent upon the skills of the moderator, a well-thought-out study design and respondent screener and working in collaboration with our clients to accomplish their research goals and objectives. Through the design and implementation of innovative research solutions, coupled with exceptional creative problem solving abilities, we are the link to the voice of the customer and the market. We specialize in health care and wellness, customer satisfaction and market assessments.

Advantage Research, Inc.

Germantown, WI
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ccatanese@advantageresearchinc.com
www.advantageresearchinc.com

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Anne Wilber

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Anne Wilber and Lori Gutbrod bring a wealth of experience and energy to your qualitative research project. By establishing a rapport with both respondents and clients, the result is research that comes to life. At the conclusion of your project, you can be certain that you will truly understand and feel the "voice" of your respondents.

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Alternate Routes, Inc.

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www.alt-routes.com

Lance Bustrum

1500+ sessions since 1992

Mike Zarneke

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Use Alternate Routes to get more out of your qualitative research. Traditional qualitative research doesn't go deep enough. It is often just a question-and-answer session with respondents, ultimately yielding little more than surface reactions. We conduct qualitative research differently, engaging consumers in new ways to get deeper insight and understanding that goes beyond what typical qualitative methods yield. You'll see a difference in our analysis as well. As a research and strategy company, we are skilled in making research meaningful and actionable. Get off the beaten path, take Alternate Routes instead.

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www.answersandinsights.com

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At C+R Research, an established consumer insights firm built on creative minds and experienced talent, we have a knack for designing innovative and effective online and traditional qualitative methods. Our goal is to capture the nature of consumers and their brand stories. A blend of inspired design thinking, curiosity, common sense and technology is our success formula to give our clients what they expect from a research partner: relevant insights and clearer, more honest results that lead to smarter business decisions and more meaningful products and experiences for their consumers. Our toolbox consists of in-depth discussion boards, online chats, mobile, diaries, video journaling, netnography, usability, large community panels and more. And, we top it off with deep expertise in youth, parents, Latinos and shoppers. (See advertisement on p. 9)

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Arlington, TX
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Houston, TX
Ph. 713-795-5503 or 281-589-8360
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Jo-Ann Goodchild
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Carole Schmidt
750+ sessions since 1990

Alice Morgan
500+ sessions since 1996

Qualitative research specialists: experienced, curious, smart. Expertise in multiple industries and customer segments. Equipped with a toolbox of proven and forward-thinking methods that allow for custom study design to meet your unique needs. Offering a suite of online methods (bulletin boards, real-time groups, immersion, video diaries), ethnography, focus groups, interviews. Specialty products including social media analysis, qualitative meta-analysis, consumer and internal ideation and post-research facilitation sessions.

Envision Research, Inc.
Atlanta, GA
Ph. 404-587-1001
bill@envision-research.com
www.envision-research.com

Bill Douglas
300+ sessions since 2007

Skilled in focus groups, ethnographies, executive IDIs. B2B and B2C; new product development; packaging and advertising optimization. Complete management of marketing research projects. Qualitative and quantitative experience with Fortune 500 companies.

EurekaFacts, LLC
Rockville, MD
Ph. 240-403-4800 or 301-610-0590
info@eurekafacts.com
www.eurekafacts.com

Leonard Rickman
200+ sessions since 1991

Jorge Restrepo
200+ sessions since 1994

Joanne Arnold
100+ sessions since 1990

Alison Wurzel
75+ sessions since 2006

Experienced moderators. On-site recruitment and focus group facilities. Expertise in cognitive interviewing, usability and focus group moderation in English and Spanish. Audience expertise includes executives, Hispanics, teens, health professionals, federal/state/

local government employees; travelers and international students; low-/mid-/high-income populations; educators and school administrators. Strengths in research for nonprofit initiatives, membership, content delivery, government program evaluation, multicultural audiences, impact assessments.

Fader & Associates
New York, NY
Ph. 212-749-3986
jenniferlarsen@faderfocus.com
www.faderfocus.com

Susan Fader
5000+ sessions since 1988

Jennifer Larsen
500+ sessions since 2000

Fader & Associates specializes in all forms of qualitative research projects using both traditional and right-brain/emotional insight techniques. We have developed numerous proprietary storytelling and analytical techniques that energize the research process. Our flexible and multilayered approach allows us to deliver what is needed across a wide range of industries and company structures. (See advertisement on p. 31)

Fieldwork Ethnography
Aptos, CA
Ph. 949-322-5044
joanna@fieldwork.tv
www.fieldwork.tv

Joanna Morehead
1000+ sessions since 2002

Bay Area-based consultancy specializing in qualitative research for health care/pharmaceutical brands, general-market, concept design research and user-experience studies. Professional, affordable moderating for focus groups, ethnographic in-home research, e-teles and ideation workshops.

1st & 2nd Generation Hispanics - Targeted Research
Glendale, CA
Ph. 323-841-9497
info@generationhispanics.com
www.generationhispanics.com

Liliana Caceres
1000+ sessions since 2000

Expert on first- and second-generation Hispanics. Known for creating instant rapport with respondents. Moderating in-culture FG, ethnos, shop-alongs, home parties, roundtables, IDIs, mystery shops, creative sessions. Supplemental input via mobile and social media platforms.



First Insights
New York, NY
Ph. 212-926-3700
info@firstinsights.com
www.firstinsights.com

Lon Taylor
500+ sessions since 1999

Julie Rabin
300+ sessions since 2000

First Insights specializes in usability testing, ethnographic studies, contextual interviews, focus groups and heuristic analysis. We've conducted research projects in a variety of industries and can offer complete project management to include: facility selection, screener development, creation of a moderator's guide and moderation in one-on-one, group, phone or online settings. Our team pays careful attention to understanding your business, marketing or IT objectives and we always deliver an easy-to-understand summary report.

5 Circles Research
Kirkland, WA
Ph. 425-444-3410
info@5circles.com
www.5circles.com

Mike Pritchard
100+ sessions since 1997

5 Circles Research provides focus groups and other qualitative techniques, both as part of full-service projects and independent moderator and interviewer. Mike Pritchard's extensive background in business and technology, combined with broad experience lets him build rapport with respondents of many types, from CEOs to utility workers, engineers to brides, teens to grocery buyers. 5 Circles Research designs and executes effective, affordable and understandable marketing research that delivers insights to move your organization forward.

Diamonds are forever—
Training lasts even longer



The RIVA "Revue"
September 6-7, 2012
North Bethesda, MD

Polish your qualitative market research skills!

For more information- Email: RIVAconference@RIVAInc.com or Call: (301) 770-6456 x 101 or x 106

**Focus Latino**

Austin, TX
Ph. 512-306-7393
gcafocuslatino@austin.rr.com
www.focuslatino.com

Guy C. Antonioli

3000 sessions since 1996

Beatriz Noriega

3500 sessions since 1978

Guy C. Antonioli II

500 sessions since 2002

Established 1996. Hispanic qualitative consumer research and ethnography. Bilingual and bicultural, we moderate in Spanish or English. Beatriz - a psychologist; Guy - a seasoned marketing, advertising and research professional; both have extensive experience working in the U.S., Caribbean, Mexico, Central and South America; and Guy II, who received his Executive MBA from Baylor University in 2011 and a communications graduate from the University of Texas in 2002, joined the team full-time in 2005. Our combined areas of expertise and option of female or male moderators enable us to better uncover consumer insights and provide value-added recommendations; and offer clients both cost and time efficiencies when conducting projects among Hispanic and general-market target audiences.

Foley Research, Inc.

Portland, OR
Ph. 503-477-5054 or 253-709-4310
carol@foleyresearch.com
www.foleyresearch.com

Carol D. Foley, Ph.D.

1100 sessions since 1997

Burke Institute-trained moderator with 15 years as a qualitative research consultant and 13 more years as client-side market research director. Ph.D. with extensive experience with focus groups, individual interviews and online research methods.

4Sight Market Research

Olney, MD
Ph. 240-731-0951
nbanks@4sightmarketresearch.com
www.4sightmarketresearch.com

Nanci E. Banks

2500+ sessions since 1982

Nationally-recognized African-American moderator with 35+ years of experience in varied qualitative techniques, including in-person, telephone, online and digital applications. Expertise in multicultural and multigenerational research. Excels at designing research to inform business strategies.

**Frieden Qualitative Services****Frieden Qualitative Services**

Sherman Oaks, CA
Ph. 818-789-6894
garytheg@aol.com
www.garyfrieden.com

Gary Frieden, Ph.D.

15000+ sessions since 1984

Experience insightful focus groups (in-person as well as online Webcam) from a style I've developed over 20 years! With a Ph.D. in psychology, I uncover underlying motivational reactions and "get the 'real' stuff." Respondents and clients enjoy my high-energy sessions, creating involvement. Specialties: packaged goods, advertising, new concept development, positioning. Seniors are a strong specialty! Medical, general consumers, Web sites, banking, wireless, automotive, beverages, fast-food, customer service and more. I've been the invited speaker at many

qualitative conferences. QRCA and MRA member and certified PRC, presenting my unique approach to focus group moderating. Benefit from our collaboration! Contact Gary Frieden.

GKS Consulting LLC

Evanston, IL
Ph. 847-491-1479
gail@gksconsulting.net
www.gksconsulting.com

Gail Straus

550 sessions since 1995

GKS Consulting offers specialized market research serving nonprofit institutions and other service-providing organizations. With more than 30 years of institution- and agency-based experience, we work closely with clients to understand objectives, challenges and opportunities and then listen carefully to find the insight and perspective that takes strategy to the next level. As one client says: Gail brings a keen, rational research process paired with extensive marketing experience. Her moderation skills are exceptional whether group or one-on-one.

Great Questions, LLC

St. Louis, MO
Ph. 636-399-7746
Krista@GreatQuestionsCompany.com
www.GreatQuestionsCompany.com

Krista Knuffman

750 sessions since 1995

Great research begins with Great Questions! We help you discover the answers you need to move forward with confidence. Everything we do involves discovery through people - what they think, how they feel, what they want, what they do and their ideas. We manage your entire project, from exploring your research needs to reporting the results and helping you use those results to grow your business.

Hannah & Associates, Inc.

Blue Hill, ME
Ph. 207-374-3550 or 207-266-6037
margarethannah@gmail.com
www.hannahassociatesinc.com

Maggie Hannah

6200+ sessions since 1975

33 years of offering professional and customized qualitative research conducted with teens, boomers, Gen-Xers, seniors, medical and financial professionals, etc. A value-added partner providing powerful insights for all your qualitative needs!

Hardwick Research

Mercer Island, WA
Ph. 206-232-9400
nancy@hardwickresearch.com
www.hardwickresearch.com

Nancy Hardwick

600+ sessions since 1990

Nancy is an experienced moderator, skilled listener and effective communicator. She incorporates both qualitative and quantitative techniques to uncover growing consumer trends, define target markets and provide insight into marketing challenges.

Hartt and Mind Market Research

West Hartford, CT
Ph. 860-236-1499
Jenifer@HarttandMind.com
www.HarttAndMind.com

Jenifer (Simson) Hartt

1000+ sessions since 2001

Sensitive issue? Challenging project? Bring it on! We uncover actionable insights from physicians, patients, C-suite, entrepreneurs and consumers. Our qualitative methods include in-person focus groups and IDIs, telephone depth interviews and online bulletin boards. Jen is the feature editor of the Qualitative Toolbox section of QRCA's award-winning Views magazine.

Harvest Research Center

Des Moines, IA
Ph. 515-243-0785 or 877-800-0785
tgrantham@harvestresearchcenter.com
www.harvestresearchcenter.com

Carol Gailey

1000+ sessions since 1980

Vada Grantham

500+ sessions since 1995

Ana Rivera

2000+ sessions since 1987

Paul Schlueter

100+ sessions since 1998

Full-service marketing research facility offering quantitative and qualitative research expertise. Harvest is the Midwest's premier research facility for on-site and Web-based focus groups, interviewing and questionnaire development, fielding and analysis. Harvest offers two state-of-the-art focus group suites, with floor-to-ceiling glass, three cameras per room, client lounges, in-depth interviewing facilities, videostreaming and a state-of-the-art test kitchen. Our facility is minutes from downtown Des Moines and the airport with free parking at our front door.

The Henne Group

San Francisco, CA
Ph. 415-348-1700
pthompson@thehennegroup.com
www.thehennegroup.com

Jeff Henne

2000+ sessions since 1986

THG clients include government agencies, universities, pharmaceutical companies and other businesses. We provide recruiting through our CATI lab and have experienced moderators who travel anywhere. We specialize in recruiting, researching and interviewing hard-to-reach and highly-targeted populations, such as those with special medical conditions or high-level, specialized business executives.

The Henne Group (Br.)

New York, NY
Ph. 212-239-1521
pthompson@thehennegroup.com
www.thehennegroup.com

Jeff Henne

2000+ sessions since 1986

THG clients include government agencies, universities, pharmaceutical companies and other businesses. We provide recruiting through our CATI lab and have experienced moderators who travel anywhere. We specialize in recruiting, researching and interviewing hard-to-reach and highly-targeted populations, such as those with special medical conditions or high-level, specialized business executives.

Herrera Communications

Murrieta, CA
Ph. 951-566-5992
eherrera@herrera-communications.com
www.herrera-communications.com

Enrique Herrera

995 sessions since 1984

Proven achievement in educational and marketing research based on quantitative and qualitative assessments. Major focus on crosscultural communication with emphasis on the Hispanic population in the U.S., Latin America and the Caribbean.

Hispanic Focus Unlimited

Pharr, TX
Ph. 956-501-4211 or 956-783-9907
hispanicfocus@aol.com
www.hispanicfocusunlimited.com

Ruben Cuéllar

2500+ sessions since 1995

As the owner of a focus group facility I have conducted thousands of focus groups and IDIs over my 25 years of experience in market research. I am a

bilingual/ bicultural moderator with experience in a wide range of categories and markets, specializing in Hispanic consumers of all ages in the U.S.

Hispanic Identity - Identidad Hispana

Pasadena, CA
Ph. 818-241-9164
info@hispanicidentity.com
www.hispanicidentity.com

Liliana Caceres

1000+ sessions since 2000

In-culture focus and mini groups, ethnographies, shop- and dine-alongs, home parties, roundtables, IDIs, dyads, mystery shopping, creative and post-creative sessions. Also mobile and social media platforms used for studies or as supplemental support.

Hispanic Marketing Insights, LLC

Liberty Township, OH
Ph. 513-777-0289
rhernandez@hispanicinsights.com
www.hispanicinsights.com

Rafael Hernandez

850+ sessions since 1996

Rafael brings more than 20 years of corporate and marketing experience to his practice. Trained at the Burke Institute, experience includes: IDIs, triads, in-home studies, focus groups, shop-alongs, B2B. Rafael's knowledge of the Hispanic consumer and his being fully bilingual and in tune with the culture allow him to understand clients' needs and maximize the effectiveness and value of research studies.

Hispanic Research Inc.

East Brunswick, NJ
Ph. 888-722-6773 or 732-613-0060
info@hispanicresearch.com
www.hispanicresearch.com

Ricardo A. Lopez

2000+ sessions since 1986

Otto J. Rodriguez

1500+ sessions since 1999

Hispanic Research Inc. is a marketing consulting firm that specializes in the U.S. Hispanic market. It provides consulting services to businesses that intend to market their products and/or services to the U.S. Latino community. The company specializes in providing actionable research information and marketing guidance.

Hollander Cohen & McBride

Baltimore, MD
Ph. 410-337-2121
khofmeister@hcmresearch.com
www.hcmresearch.com

Scotty McBride

500+ sessions since 1985

Betty Sherbs

300+ sessions since 1990

Multiple highly-experienced moderators on staff with expertise in many diverse industries including telecommunications, financial services, health care, real estate development, malls and shopping centers and on many diverse topics including branding, product development, logo development, product potential and advertising effectiveness using in-person focus groups, telephone/Internet focus groups and IDIs.

Horowitz Associates, Inc.
Market Research & Consulting

Horowitz Associates, Inc.

Larchmont, NY
Ph. 914-834-5999
info@horowitzassociates.com
www.horowitzassociates.com

Howard Horowitz

1100 sessions since 1983

Adriana Waterston

350 sessions since 2001

Nuria Riera

85 sessions since 1999

Mariela Cufre

40 sessions since 2009

Stephanie Wong

Matt Zuckerman

HAI delivers full-service and a la carte research with 25 years of experience, across the country and internationally. Our sophisticated approach to research design and analyses ensures you get not only answers to questions, but findings contextualized to inform strategic business decisions. Our moderators develop great rapport with subjects on a range of topics, including but not limited to: TV programming, sports, advertising, new technology, travel and social/political issues. Qualitative B2B and B2C services include focus groups/online focus groups, one-on-one/dyads/triads, ethnography, videography and social network/online community research. We're well-known for our expertise among Latino (Spanish/English; bilingual/bicultural moderators), multicultural and international consumers.

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AND PHOENIX LOCATIONS

Wayne Howard & Associates

Claremont, CA
Ph. 909-624-5713
info@waynehoward.com
www.waynehoward.com

Wayne Howard, M.A., QRCA

1000+ sessions since 1984

More than a quarter-century of experience in qualitative research with specialization in health care enables Wayne Howard and Associates to provide the highest-quality traditional and online focus group moderating and IDI research for hospitals, health plans, pharmaceutical firms, medical device suppliers, publishers and ad agencies serving the health care industry.

**IFOP North America**

Toronto, ON, Canada
Ph. 416-964-9222
solutions@ifopna.com
www.ifop.com

Ann Christelis

7500 sessions since 2000

Marianne Fillion

3000 sessions since 2004

Marjut Huotari

7000 sessions since 2006

Sarah Cohen

5000 sessions since 2006

Jessie Robertson

3000 sessions since 2008

Lisa Romaldi

2500 sessions since 2008

IFOP North America is a full-service ad hoc qualitative and quantitative research consultancy that has been servicing North American business and globally for over 30 years. Our current team strengths align particularly well with health care, B2B, financial, consumer packaged goods and sustainability research solutions. We operate seven state-of-the-art focus group facilities as well as Canada's largest in-house recruiting database. We're located in the heart of downtown Toronto, with easy access to the finest hotels, restaurants, parking and public transportation.



Illuminas

Illuminas

Austin, TX
Ph. 512-652-2700
solutions@illuminas-global.com
http://austin.illuminas-global.com

Jay Shutter

1000+ sessions since 1998

Carrie Angiolet

500+ sessions since 2002

Stacey Eacott

350+ sessions since 2004

Robin Peto

350+ sessions since 2005

Illuminas is a full-service research consultancy dedicated to helping companies leverage market intelligence to gain leadership positions. Illuminas' researchers recommend the most appropriate combination of quantitative and qualitative research tools to meet client needs on a case-by-case basis and draw on nearly 15 years of experience. For qualitative research, our team specializes in a variety of techniques, including in-person and online focus groups, in-depth interviews, online bulletin boards, mystery shopping, ethnography and more. Our moderators are skilled at engaging respondents and have the expertise necessary to elicit insightful responses from IT and business decision makers, consumers, executives, employees and other constituents across a variety of industries.

Ingenium Research Boutique

Orlando, FL
Ph. 914-621-1745
mlparra@ingeniumresearch.com
www.ingeniumresearch.com

Maria Parra

1100 sessions since 1998

With more than 15 years of experience in Latin America and the U.S., Ingenium Research Boutique is a company that offers experienced and rigorously-trained moderators who have experience with a wide variety of segments and audiences and at an affordable cost.

InsideHeads, LLC

Online Focus Groups
St. John, US Virgin Islands
Ph. 877-464-3237
info@insideheads.com
www.insideheads.com

Jennifer Dale

800+ sessions since 1998

Moderating online focus groups longer than any other research firm. Experience you can't find anywhere else. Recruiting, facility, moderation, analysis. Personal attention. Highly recommended. (See advertisement on p. 63)

Ireland Consulting Group

Charlotte, NC
Ph. 704-451-4706
gayle.ireland@irelandconsult.com
www.irelandconsult.com

Gayle Ireland

200+ sessions since 1999

Exceptional qualitative research from senior practitioners. We bring 25+ years of moderating and research experience to bear on your qualitative research needs. We leverage our experience from many industries, regional to global in scope, to provide exceptional insights from a variety of qualitative research techniques. Our creative solutions are designed to meet your needs and budget.

**Issues and Answers Network, Inc.**

Global Marketing Research
Virginia Beach, VA
Ph. 757-456-1100 or 800-23-ISSUE
clindemann@issans.com
www.issans.net

Shelly Clark**Carla Lindemann****Peter McGuinness****Amber Reilly**

Issues and Answers Network Inc. is a global marketing research firm providing cutting-edge quantitative, qualitative and hybrid methodologies - everything from survey and sampling design, in-house data collection and project management to data analysis, if needed. Four professionally-certified moderators will manage all aspects of qualitative projects - a sampling of experience includes focus groups, one-on-one interviews, dyads, triads and mini-groups - all conducted in multiple industries including alcoholic beverages, apparel, consumer durables, food, pharmaceuticals and telecommunications, just to name a few.

**J.L. Roth & Associates, Inc.**

Palm Harbor, FL
Ph. 727-772-0100
jay@jlrothassoc.com
www.jlrothassoc.com

Jay Roth

750+ sessions since 1996

Our expertise helps you make better decisions through top-quality research. You will benefit from our 30+ years of consumer and B2B experience conducting focus groups, in-depth interviews and surveys. You will receive expert guidance defining issues, designing research and via actionable reports and consultations. We use the right research tools to address your advertising, positioning, customer experience management, HR, process improvement, new product development and other business issues. Jay helps people openly discuss their thoughts and feelings. Enjoy peace of mind, knowing your projects will be completed on schedule and within budget, while providing the information you need to succeed. Call us or visit our Web site to see why clients say we help them make better decisions.

JRH Marketing Services, Inc.

New York, NY
Ph. 718-805-7300
jrobharris@cs.com
www.jrhmarketingservices.com

J. Robert Harris

3500+ sessions since 1975

Lloyd J. Harris

2500+ sessions since 1980

Our firm has been providing high-quality qualitative and quantitative research and consulting services since 1975. We are reliable, experienced, flexible, active in industry associations and easy to work with. Our experience is both domestic and international. Whether it's focus groups, IDIs or any other qualitative service, you can rely on us. Check out the rest but use the best!

**Just Qual****Just Qual, LLC**

Venice, FL
Ph. 941-882-0204
eric@justqual.com
www.justqual.com

Eric Swatek

15000 sessions since 1998

Laurie Quercioli

1500 sessions since 2008

Just Qual LLC is a boutique qualitative health care marketing research firm with extensive global and online capabilities. Principal Eric Swatek is a PRC-certified Expert Consultant who has been serving both pharmaceutical and medical device clients for 13 years. Laurie Quercioli, vice president, is a RIVA-trained moderator and has been working exclusively as a health care consultant for the past three years with previous industry experience in medical equipment, pharmaceutical sales, management and marketing. We have conversations with professionals, patients, consumers and caregivers in the U.S. and around the world.



Just The Facts, Inc.
Mt. Prospect, IL
Ph. 847-506-0033
info@jtfacts.com
www.jtfacts.com
Bruce Tinknell
Since 1984

Just The Facts Research Inc., strategic marketing qualitative experts; 20 years highly-experienced in a range of industries, topics and subject matters: B2C, B2B, services and more. Choose traditional, in-person qual or cutting-edge online/Web groups and interviews. JTF handles all setup, recruiting, moderating from "A-Z," even Webcams! Our unique Qual-Quant methods yield keen insights through specialized unaided techniques. Innovative Web methods access our "Virtual Pod Room" for groups/IDIs using cloud technologies. Clients no longer need to travel but can watch and listen in convenience and comfort from anywhere with their own PC. JTF also recruits respondents across the U.S. or globally. Clients value our ability to bring out the best in group dynamics, uncovering business insights and opportunities with significant growth/ROI.



KGC
Sarasota, FL
Ph. 941-951-1111 or 800-861-7261
info@kgc-qualitative.com
www.kgc-qualitative.com
Kendall Gay
9180 sessions since 1992
Simon Easton
5000 sessions since 1984
Lynn Kendall
1000 sessions since 1989
Mary Ellen Motyl
100 sessions since 2009

KGC conducts qualitative research with extraordinary skill based on years of experience, yielding outstanding value for our clients. We blend creativity, practicality and market knowledge for a unique vision into the minds of your customers. We are dedicated to continuous development of new research techniques while improving upon existing methods. We believe in being fully invested from the project start to provide you the most efficient design and actionable results.

The Kiemle Company
Greer, SC
Ph. 864-640-1701
Fred W. Kiemle
200+ sessions since 1980

Broad marketing research experience helps us choose the best approach for all qualitative and quantitative assignments. Our clients tell us we are skilled at asking the right questions and guiding them in what to do with the information. Ask us for a proposal. Clients choose us 85 percent of the time after reviewing our proposals.

Kiyomura-Ishimoto Associates
San Francisco, CA
Ph. 415-566-3603 or 800-827-6909
norm@kiassociates.com
www.kiassociates.com
Norman P. Ishimoto
300 sessions since 1974

Kiyomura-Ishimoto Associates (KI) provides strategizing, developing, recruiting and moderating for focus groups. Our projects are local, regional and national; mainstream and multi-ethnic. President/founder Norm

Ishimoto, RIVA-trained, is a recognized expert on Asian-American and other immigrant cultures. His work includes health and medicine, both Asian (organ donations) and mainstream (teen alcoholic use).

Richard Kurtz & Associates
New York, NY
Ph. 917-301-8387
richard@rkurtzconsulting.com
Richard Kurtz
1000+ sessions since 1985

Research and consulting services with emphasis on qualitative research and international research assignments. Skilled in creative and strategy development. Offer telephone in-depth interviewing, ethnographic studies and project coordination for all types of research in all industry sectors.

Lamberts Consulting GmbH
Munich, Germany
Ph. 49-89-3886-9337
elizabeth@lamberts-consulting.com
www.lamberts-consulting.com
Elizabeth Lamberts
3000+ sessions since 2001

Moderating in German, English and French, Elizabeth helps clients gain consistent findings across countries and tease out country differences. She comes up to speed quickly in challenging medical and technical topics, and with six years client-side followed by 10 years of moderator experience, she understands underlying business drivers and implications. Inspired by genuine interest, respect and empathy for respondents, she gains honest and insightful feedback. Beyond her focus in health care, she enjoys moderating B2B and consumer studies and also implementing new client methodologies.

Moderating online longer than any other research firm. Experience you can't find anywhere else.

Personal attention + support from veteran qualitative researchers



Candid + dynamic synchronous chat discussions



Full service project management, recruiting, moderation + analysis or DIY online facility + support

proud member & supporter



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Langer Qualitative LLC

New York, NY
Ph. 347-684-9073
judy@langerqual.com
www.langerqual.com

Judy Langer

6000+ sessions since 1971

Offering a variety of qualitative research methods, working with you to choose the best for your needs: focus groups, depth interviews by phone or in-person, team projects for larger samples, online bulletin boards, in-home interviews. Extensive experience in consumer research, media, trends.

**Listen Research, Inc.**

Trabuco Canyon, CA
Ph. 949-216-9161
kim@listenresearch.com
www.listenresearch.com

Kimberlie Harmon

1000+ sessions since 1997

Anne Knight

600+ sessions since 1999

Brandee Hawkins

200+ sessions

Listen Research is an experienced, elite team of professionals that grew up in corporations and large research firms. We provide qualitative and quantitative research services to a diverse portfolio of clients of all sizes. Our moderators have experience leading discussions with individuals from all walks of life - from business-to-business interviews with doctors and executives to friendship-pair groups with kids, teens/tweens and young adults. We are known for providing truly outstanding analysis rich with results-oriented implications - enabling our clients to hear what people think - and in turn make smarter marketing, advertising and product development decisions.

**The Livingston Group for Emotional Marketing, Inc.**

Windham, NH
Ph. 603-537-0775
sharonl@tlgonline.com
www.tlgonline.com

Dr. Sharon Livingston

10000+ sessions since 1984

The Livingston Group for Emotional Marketing offers a broad range of marketing and research services, from conception to rebirth. From hemisphere to hemisphere; global and cerebral. Groundbreaking techniques bring insight and creativity to your business. Insight Mining® - proven psychological techniques for unearthing consumer motivation - like SnapShots®, Scentsations®, MindWalk®, Marketplay®, Timescape®, Tellepathy® and The Looking Glass Technique®. Archetypal branding using our proprietary IconiCards® that get beyond the obvious in understanding brand personality. See www.iconicards.com.

Lohs Research Group

Inverness, IL
Ph. 847-359-0606
jan@lohsresearch.com
www.lohsresearch.com

Jan Lohs

Since 1987

Lohs Research specializes in qualitative research, including ethnographic research. With over 20 years of experience and industry leadership, Jan Lohs is known for especially deep, rich insights. Insights that provide a more comprehensive view of consumers and their worlds - and sometimes epiphanies that lead to true breakthroughs. Let's talk!

Joy Lynn Inc.

Roswell, GA
Ph. 770-998-9771
jlfields@joylynn.com
www.joylynn.com

Joy Lynn Fields

5000+ sessions since 1989

Joy Lynn moderates and personally manages all projects. With 22 years of moderating experience and a background in brand positioning, Joy Lynn consistently adds value throughout the process. Clients and high-level stakeholders see her as a valuable thought partner even after the project.

Majestic Market Research Support Services Ltd.

Bodak Dev, Ahmedabad, India
Ph. 91-93-2210-5830
info@mrrss.com
www.mrrss.com

Meghna Gwalani

2500 sessions since 1998

Jyotsana Bohra

1200 sessions since 2001

Monika Thakur

900 sessions since 2003

Majestic features in-house moderators with extensive experience with consumers, pharma, consumer, IT, ethnography, shopping audits, mystery shops, mock trials and online focus groups. Majestic has almost 15 years experience in qualitative research.

**MarketVibes, Inc.**

Kokomo, IN
Ph. 765-459-9440
lisa@market-vibes.com
www.market-vibes.com

Lisa Pflueger

1000+ sessions since 1994

We connect internal strategy to market interests and needs. Our qualitative research has uncovered and refined new concepts, products and markets. We are passionate in discovering what lies beyond surface-level thinking via focus groups, in-depth interviews and online qualitative exploratory techniques. Industry experiences - automotive, consumer durables, electronics, financial services, home/office equipment/furniture, health care, foods/nutrition, animal health, IT/communications, etc. We've conducted B2C (parents, teachers, students, employees, etc.) and B2B research, domestically and internationally.

Maryland Marketing Source, Inc.

Bay Area Research LLC
Randallstown, MD
Ph. 410-922-6600
cspara@mdmarketingsource.com
www.mdmarketingsource.com

Michelle Finzel

100+ sessions since 2004

Michelle Finzel is a RIVA-trained focus group moderator. She is experienced with qualitative and quantitative research methods, analysis, reporting and presentation, including focus groups, telephone interviews, intercepts, online and in-depth interviews.

MCC Qualitative Consulting

Secaucus, NJ
Ph. 201-865-4900 or 800-998-4777
info@ConsumerCenters.com
www.ConsumerCenters.com

Andrea Schragger

2500+ sessions since 1984

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Unlocking the inner voice of the consumer and generating actionable results takes innovative skills,

experience and keen intuition. MCC, a dynamic research/consulting company, teams with domestic and international clients to anticipate trends and optimize insights - uncovering new opportunities to insure they stay ahead of the changing global market. Our consultants use qualitative and quantitative methodologies including focus groups, online modalities, depth interviews, quali-quant, ethnography, usability and eye-tracking. Expertise includes B2B/financial/communications/emerging technologies/retail/new products/travel/pharma/advertising.

Medical Marketing Research, Inc.

Raleigh, NC
Ph. 919-612-8594 or 919-788-1625
george@mrx.com
www.mrx.com

George Matijow

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Moderating/interviewing for pharma, biotech, med device and technology projects. 20+ years of experience. Offering recruiting, project management, report development, presentation. Groups/interviews at medical meetings and conventions. www.medicalmoderator.com

Millennium Research Inc.

Minneapolis, MN
Ph. 612-724-8687
jjohnson@millenniumresearchinc.com
www.millenniumresearchinc.com

Jan Johnson

600 sessions since 1994

Amazing qualitative that reaches past pat answers to gain the customer insight and aha findings that lead to better products, higher market shares and more profits. Focus groups, IDIs, telephone and face-to-face, Millennium gets your customers to point the way to more successful decisions.

**Morpace Inc.**

Market Research and Consulting
Farmington Hills, MI
Ph. 248-737-5300 or 800-878-7223
information@morpace.com
www.morpace.com

Jim Leiman

500+ sessions since 1986

Michael Dawkins

3000+ sessions since 1987

Donna Taglione

800+ sessions since 1989

Duncan Lawrence

600+ sessions since 1990

Tim Taylor

700+ sessions since 1990

Brent Jessee

500+ sessions since 1998

Susan Semack

200+ sessions since 1995

Gregory Skinner

200+ sessions since 1995

Morpace believes that recruiting and moderating are key to effective focus group discussions. Using a combination of methodologies and techniques, Morpace moderators tap into our expansive qualitative toolbox to design and implement a customized research approach that addresses your unique research objectives. Please contact us to find the right method and the right moderator for your next focus group project.

MRSI (Marketing Research Services, Inc.)

Cincinnati, OH
Ph. 513-579-1555 or 800-SAY-MRSI
info@mrsi.com
www.mrsi.com

Miguel Martinez-Baco

1500 sessions since 1994

MRSI's skilled Hispanic and general-market moderators conduct research across the U.S. through arrangements with focus group facilities nationwide. We utilize a variety of methodologies and specialized techniques to gain insightful results. Experienced in categories such as beverages, consumer packaged goods, financial services, food, insurance, pharmaceutical, retail and more.

MWM Marketing Research and Consulting

Arlington Heights, IL
Ph. 847-259-6096
maxine@mwmresearch.com
www.mwmresearch.com

Maxine Marder

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New Leaf Research

Newtown, PA
Ph. 215-497-4974
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Abby Leafe

1000+ sessions since 1999

Abby Leafe is the principal of New Leaf Research. She has been a practitioner of qualitative research for over a decade, conducting hundreds of focus groups, interviews, usability tests and online studies. She has a passion for integrating creative new approaches and time-tested best practices for clients ranging from well-known consumer brands to B2B services, with audiences from teens to CFOs.

**Observant, LLC**

Waltham, MA
Ph. 781-642-0644
info@observant.biz
www.observant.biz

Mike Feehan, Ph.D.

1500+ sessions since 1987

Rich Durante, Ph.D.

1500+ sessions since 1992

Dylan Johnson, Ph.D.

1000+ sessions since 1999

Denise Wong

1000+ sessions since 2004

Mike Walsh

300+ sessions since 2006

Emily Rumanek

1000+ sessions since 2007

We are a strategic market research partner focused on serving clients from leading organizations in the pharmaceutical and biotechnology industries. We leverage consulting and research expertise to facilitate high-value, action-oriented, strategic marketing solutions. Our focus is global. We have extensive experience providing custom research solutions worldwide. We collaborate with our clients to make the best possible management decisions at all phases of a product's development and throughout its marketing life cycle. We design analytically-sophisticated quantitative studies and best-in-class qualitative research studies, supported by an internal R&D program.

O'Donnell Consulting

William J. O'Donnell, Psy.D.
Narberth, PA
Ph. 610-410-8979
wodonnell37@comcast.net

William J. O'Donnell Psy.D.

1500+ sessions since 2000

Bill spent seven years as a cell biologist and team facilitator/trainer at SmithKline Beecham and four years at pharmaceutical market research firms Curtis Analytic Partners and V2 GfK before establishing O'Donnell Consulting in 2004. He has extensive new product and in-line domestic and international medical market research experience with both professionals and consumers across a broad variety of therapeutic areas. He has conducted professional seminars/workshops in the U.S. and U.K. and is a licensed psychologist.

On Point Strategies

West Des Moines, IA
Ph. 515-314-6568
tamara@on-pointstrategies.com
www.on-pointstrategies.com

Tamara Kenworthy, PRC, PCM

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Expertise in market research yet firm thinks like a marketer. Owner Tamara Kenworthy, MBA and professionally certified by MRA and AMA, brings a unique perspective in custom designing qualitative and quantitative studies and providing analysis/marketing recommendations.

Outsmart Marketing

Minneapolis, MN
Ph. 952-924-0053
ptuch@aol.com
www.outsmartmarketing.com

Paul Tuchman

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Since 1990, full-service qualitative consulting and moderating. Broad experience across categories, segments, demographics; concepts, positioning, product, packaging, advertising; clear, concise, readable reports; seamless, single point of contact.

P & L Research, Inc.

Denver, CO
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pjolas@presearch.net
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Philip Jolas

since 1984

RIVA Institute-trained moderator with 25 years of client- and supplier-side experience. MBA with extensive business knowledge drives B2B focus groups and executive interviews deeper. Great rapport and projective techniques reveal B2C associations/motivations.

Pamela Rogers Research

Boulder, CO
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pamelarogers@aol.com

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Innovative qualitative solutions: focus groups; online asynchronous discussions; in-person, phone and online interviews; in-home immersions; multi-country supervision; stellar report writing. Experience combining qual with neurometrics; developing and evaluating marketing/advertising/collateral materials; product messaging, positioning, evaluation; customer satisfaction; product design; win-loss.

**Perceptive Market Research, Inc.**

Gainesville, FL
Ph. 800-749-6760 x4012 or 352-336-6760
surveys@pmrresearch.com
www.pmrresearch.com

Elaine M. Lyons, Ph.D.

300+ sessions since 1980

Perceptive Market Research (PMR) has a new professional focus group facility covering Gainesville/Ocala/North Central Florida and has a staff of female and male moderators (bilingual and multicultural) that can travel. Focus groups can also be arranged, set up, recruited, coordinated, monitored and moderated anywhere in the U.S. (set up professionally with closed-circuit TV for on-site observation and beaming of groups to off-site computers). Additional services include notetaking, transcriptions, audiotaping, video (VCR tape or DVD) and translations into English from any language. Check our Web site (www.pmrresearch.com) for online quote request form and immediate response.

**Planet Latino Market Intelligence, Inc.**

North Miami, FL
Ph. 305-724-3826
latinoplanet@aol.com
www.marketplanetlatino.com

Horacio Segal

2400 sessions since 1994

At Planet Latino Market Intelligence, all we do is qualitative research; listening and learning from consumers face-to-face while surpassing cultural barriers. We have years of experience conducting focus groups, one-on-one interviews and ethnographic studies with consumers of all ages and various ethnic backgrounds. We are bilingual and bicultural moderators with experience in all categories, industries and markets, specializing in the Hispanic experience in the U.S. and Latin America, as well as the general market. At Planet Latino Market Intelligence Inc. we offer strategic consulting, delivering actionable results from multicultural insights.

Poza Consulting Services

Santa Monica, CA
Ph. 310-264-4637
ines@pozaconsulting.com
www.pozaconsulting.com

Dr. Ines Poza

1900+ sessions since 1990

With a Ph.D. in clinical psychology, Dr. Poza is an expert in highly-specialized interviewing techniques. Application of these skills and her clinical experience to consumer research afford her unique insight on the consumer mind-set. Fluent in English and Spanish, she provides focus group moderation and strategic planning for advertising, film and television industries and consumer goods clients interested in targeting general-market and Latino consumers.



Practical Imagination Enterprises
Ringoos, NJ
Ph. 908-237-2246 or 908-399-9460
laurie@practical-imagination.com
www.practical-imagination.com
Laurie Tema-Lyn
2000 sessions since 1986

Laurie Tema-Lyn is founder of Practical Imagination Enterprises, a firm that seamlessly integrates innovation and qualitative research. Utilizing unique methods, we garner robust insights, innovative and growth-oriented results to solve tough challenges. We involve participants in high-touch, dynamic, "mirror-smashing" research via focus conversations, concept inspiration, concept building, kitchen table talk, shoppers' immersions, in-depths and more. Our multi-sensory toolbox is detailed in Laurie's new book, *Stir It Up! Recipes for Robust Insights & Red Hot Ideas*. Laurie is also EIC of QRCA Views.

Pranses Research Services
Hoboken, NJ
Ph. 201-659-2475
info@pransesresearch.com
www.pransesresearch.com
Terrence J. Pranses
500 sessions since 1992

We provide business-to-business, food/beverage, health care and nonprofit clients the insights needed to maximize marketing efforts. Tools include focus groups, in-depth interviews and online surveys.

Precision Research, Inc.
Des Plaines, IL
Ph. 847-390-8666
saa@preres.com
www.preres.com
Scott Adleman
1200+ sessions since 1998

Precision is not just another focus group facility. If you are looking for a better place to do research, this is it. We feature a super-sized focus room for large displays, grocery store shelving or a jury study. All recruiting is audiorecorded and audited for quality execution and accuracy. Our on-site support staff is well trained and each project is staffed with people dedicated only to your project. Owner Scott Adleman is a highly-experienced moderator, specializing in consumer electronics (computers, cameras, home theaters), household appliances and business-to-business research.



Primary Insights, Inc.
Lisle, IL
Ph. 630-963-8700
info@primaryinsights.com
www.primaryinsights.com
Elaine Parkerson
4000 sessions since 1985
Barbara Egel
350 sessions since 2007

Primary Insights Inc. has just one rule about qualitative research: to achieve clients' objectives in an atmosphere of thoroughness, respect, innovation and honesty. We specialize in topics that are difficult because they are intimate, embarrassing, emotionally-charged or so ordinary that people long ago lost sight of the reasons behind their actions. We find the unvarnished, unarticulated drive that manifests in consumers' decisions and beliefs so you can connect with your consumers' Core Voice in your product and messaging.



QualCore.com Inc.
Minneapolis, MN
Ph. 612-377-3439
jeff.walkowski@qualcore.com
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Seasoned research consultant. Enjoys all qualitative research methods: in-person, phone and online - IDIs and groups. Offers creative yet practical research designs and flexible reporting options. Pioneer and recognized expert in the use of online qualitative methods. Trains traditional moderators to adapt their skills to the online environment (www.onlinemoderator.com). Member QRCA, MRA and AMA. PRC certification from the MRA.

QualiData Research Inc.
Brooklyn, NY
Ph. 917-705-5252
info@qualidataresearch.com
www.qualidataresearch.com
Sharon Wolf
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QualiData's highly-skilled moderators interpret findings to produce powerful marketing advice for supporting product innovation and branding. In business for 20+ years, our clients are Fortune 500 global companies and leading arts and culture organizations.

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REALeResearch offers you expertise in designing and conducting successful qualitative and usability research programs that deliver valuable insights about your customers - and future customers. 20+ years conducting qualitative marketing research studies for a breadth of industries, with a focus on the customer experience. REALeResearch offers cost-effective, yet high-quality, research services.

Rebeca Cantu Helmstetler
Qualitative Research Consultant (Bilingual)
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Work consultatively with research partners to develop strategies that translate into consumer understanding and help connect clients with their customers. Industries: financial services, health care/pharma, public policy, telecom, FMCG, travel and tourism, non-profits, insurance, alcoholic beverages and more. RIVA graduate. NLP Certified Practitioner. Spanish speaker. Excellent listener. Straight shooter. Marathon runner.

Research Explorers, Inc.™
Wilmette, IL
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lisa@researchexplorers.com
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Lisa McDonald
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Research Explorers Inc.™, est. 1994, provides actionable solutions through in person/online focus groups, in-depth interviews and ethnographies. Expertise - African-Americans, financial services, health care, arts and culture and social issues.

Research Strategies, Inc.
Mobile, AL
Ph. 866-660-2910
rsincorp@bellsouth.net
www.researchstrategiesinc.com
Gene Talbot
250+ sessions since 1986
Patricia Rhinehart
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Research Strategies Inc. is a national full-service consumer and business-to-business market research company. Our stratified matrix sampling (RDD) can reach any marketplace by telephone, on-site and/or online data delivery.



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Toronto, ON, Canada
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jimpeterson@rsginc.net
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Jim Peterson
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Serra Shular
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Angela McCallum
250+ sessions since 2006
James Cho
100+ sessions since 2000

Established in 1994, rsg is an independent, Canadian-owned company with offices in Toronto and San Francisco. rsg is an MRIA Gold Seal Certified, full-service research firm with global affiliations. Our dynamic team of professionals, with a strategic focus and hands-on involvement, consists of both senior qualitative and quantitative researchers. Rsg's team of in-house quantitative researchers, with advanced analytics capabilities, provides clients with custom research. Moderator specialties include ethnographic research, psychoanalytics, creative workshops, IDIs, ideation sessions and focus groups.



Rincón & Associates
Dallas, TX
Ph. 214-750-0102
ed@rinconassoc.com
www.rinconassoc.com
Dr. Edward T. Rincón
1700 sessions since 1985

Dr. Edward T. Rincón is a research psychologist with 30 years of qualitative research experience. He has conducted qualitative studies with diverse segments, including Hispanics, Asians, African-Americans, gay/lesbians, HIV patients, business executives, Medicaid participants, teens, children, seniors and others. Dr. Rincón's experience includes most U.S. metropolitan areas, Puerto Rico and Mexico. In addition to being a skilled moderator, Dr. Rincón provides clients key insights based on his extensive experience and excellent reports to guide marketing strategy.

RMS Communications and Research Inc.
North Hollywood, CA
Ph. 818-503-7721
rhndascott@earthlink.net
Rhonda Scott
Since 1992

Rhonda Scott has moderated, coordinated and managed general, multi-ethnic and African-American marketing research projects from inception to final

presentation, with topics from communications, product testing, health care and public policy issues.

Roller Marketing Research

Gloucester, VA
Ph. 804-693-3208
rmr@rollerresearch.com
www.rollerresearch.com

Margaret R. Roller

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The core of RMR is built on Ms. Roller's 36 years of professional interviewing, her graduate training in research design and focused attention to each study. The emphasis is on collaboration leading to meaningful design, skilled execution, in-depth analysis and actionable results. No junior researchers, no ghost-writers. U.S. and international. Roller's design blog: www.researchdesignreview.com.

Sabena Qualitative Research Services

Fairfield, CT
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Schwartz Research & Consulting Inc.

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Ph. 813-207-0332
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Lorin Drake

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Schwartz Research & Consulting Inc. is targeting change and setting a higher standard for what you expect from your research partner. We understand your changing needs require higher levels of insight, accountability and innovation. Schwartz Research & Consulting Inc. possesses a unique combination of market research expertise and technical prowess to meet your changing needs. Over 30 years of experience and the ability to recognize and implement change have positioned Schwartz Research & Consulting Inc. as a trusted research firm. Our objective is to provide real value, justifying your research investment. With this, we deliver insights, solutions and tools to turn your business challenges into opportunities. Building upon our foundation of superior service, innovative techniques, quality execution and unparalleled honesty and integrity, Schwartz Research & Consulting Inc. continuously evolves our research capabilities and the value provided to meet our clients' needs.

Sensory Works, Inc.

Sensory and Consumer Research
Rancho Santa Margarita, CA
Ph. 949-861-0102
rossella@sensory-works.com
www.sensory-works.com

Rossella Mazzucchelli

100 sessions since 1999

Our goal is to help you in creating successful products that will delight your consumers. We specialize in articulating consumers' likes and dislikes, describing product characteristics and providing guidance for product optimization. Rossella is a RIVA Institute-trained moderator with 16 years of experience in consumer research. She holds a B.S. Food Science degree from Michigan State University and a M.S. Food Science degree from the University of California - Davis. She is a member of MRA, IFT, SED and SSP.



Shugoll Research

Bethesda, MD
Ph. 301-656-0310
info@ShugollResearch.com
www.ShugollResearch.com

Merrill Shugoll

2500 sessions since 1977

Mark Shugoll

1000 sessions since 1990

Sharon Stark

1000 sessions since 1982

Amy O'Connell

2000 sessions since 1985

Cara Shugoll

150 sessions since 2010

Shugoll Research is a national full-service market research firm founded in 1957. It is ranked as one of the top 100 U.S. market research firms (by Advertising Age). The company provides study design services, qualitative research recruiting, moderating, analysis and report-writing services. Our qualitative research division includes four on-staff, professional moderators who are nationally-known focus group moderators. We operate state-of-the-art focus group facilities at our Bethesda, Md., headquarters and also in Alexandria and Fairfax, Va.

SIGMA: Research Management Group

Cincinnati, OH
Ph. 513-979-2160
info@sigmaresearch.com
www.sigmaresearch.com

Foster Winter

2000+ sessions since 1981

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50+ sessions since 2005

Sigma: Research Management Group is proud to be celebrating nearly 30 years as marketing research providers and consultants. Our research - both traditional and online - has influenced the marketing decisions of clients on three continents. Sigma expanded its toolbox into the world of online in 1998. Today we offer a growing battery of online qualitative research tools including social media analysis. Sigma provides the capabilities of a large research corporation, as well as the agility, flexibility, personalized care and attention you might expect from an independent consultant. "We listen between the lines."

SIS International Research, Inc.

Global Headquarters
New York, NY
Ph. 212-505-6805
research@sisinternational.com
www.sismarketresearch.com

Ruth Stanat

3500 sessions since 1984

SIS employs experienced, multilingual moderators globally and across the U.S. We provide moderators who can best deliver in-depth insight according to our client needs and the respondent profile. Our chief moderator Ruth Stanat is one of the industry's most experienced moderators. SIS has in-depth thought leadership on moderating and provides in-depth training for our moderators.

Smarty Pants®

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info@asksmartypants.com
www.asksmartypants.com

Stephanie Retblatt

3000+ sessions since 1995

Wynne Tyree

3000+ sessions since 1998

Barbara Zamolsky

500+ sessions since 2005

Alisha Snow

2500+ sessions since 1998

As the industry's leading youth and family research and strategy firm we help our clients better understand and connect with kids, tweens, teens and parents by providing unsurpassed primary research and consulting around the globe. Our industry-renowned moderators and strategists conduct focus groups, ethnographies, in-school and in-store research as well as online quantitative studies. We unearth new product, programming and communications opportunities; evaluate ideas at all stages of development and develop brand positionings. We have offices in New York, Los Angeles, Chicago, London, Toronto, Shanghai, Hamburg, Mexico City and Johnson City, Tenn.



SofoS Market Research Consulting

Milwaukee, WI
Ph. 414-258-7601
lisa@sofosmarketresearch.com
www.sofosmarketresearch.com

Lisa Hermanson

2500+ sessions since 1993

Kelly Wahl

500+ sessions since 2005

SofoS is Greek for wise. Research is often thought of as gaining facts. But without an understanding of how they're applicable to your needs, knowing facts is a dead end. With thousands of hours of research experience both in front of and behind the glass, we creatively design qualitative consumer studies focusing on your business objectives, your categories, your consumers and the different stages of your development processes. Our reports focus on relevant implications for your business needs. We separate what's actionable from what's not so you get clear, useful information. We call it ... wisdom.

Solomon Solutions

Jersey City, NJ
Ph. 201-434-0404
marybeth@solomon-solutions.com
www.solomon-solutions.com
Mary Beth Solomon
1600+ sessions since 1994

Experienced qualitative research consultant. Solomon Solutions is a market research full-service business offering online and in-person qualitative services since 1994, including focus groups, bulletin boards, usability lab testing and ethnography, to help companies understand their customers' behaviors, brand preferences and technology adoption. Work with B2B targets and consumers of all ages.

**Springboard Marketing Research & Consulting**

Pacific Palisades, CA
Ph. 310-454-6842
springboardmr@gmail.com
www.springboardmr.com
Joyce Ng
1000 sessions since 1990

Springboard specializes in people-to-people qualitative research. Whether it's in-depth interviews, focus groups, observational or hybrid technique research projects, we've done them - in all kinds of settings and situations. We are experienced in many industries and nonprofit arenas. Our specialties include youth, parents, professionals/executives, Asian-American and education. Our client-side marketing and product development experience helps us dig deeper and be a true thought partner on every assignment.

**SRA Research Group, Inc.**

Jupiter, FL
Ph. 561-744-5662
ballan@sra-researchgroup.com
www.sra-researchgroup.com
Barbara Allan
2800 sessions since 1980
Mark Sandler
1900 sessions since 1985

SRA Research Group Inc. (SRA) is a market research consulting firm with a 24-year track record of providing for-profit and not-for-profit organizations with the insights and knowledge to help them grow and prosper. We are a recognized expert in the area of children's services, elder services and health care. SRA is known for solving problems, providing superior customer service, delivering projects on time/on budget and making clients look good by providing results which give clear direction and next steps. We conduct focus groups (traditional, online, telephone) and depth interviews (in-person, phone).

Strategic Business Research, Inc.

Horsham, PA
Ph. 267-781-7444
greg.johnson@sbr-inc.com
www.sbr-inc.com
Greg Johnson
1000+ sessions since 1992
Gary Halpern
1000+ sessions since 1995
Kristen Stih
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Founded in 1992, Strategic Business Research is a full-service marketing research firm servicing the pharmaceutical industry. SBR has decades of experience in pharma and health care marketing research, product management, strategic planning, sales

management, new business development and pharmacy administration. We utilize an extensive array of research methodologies to meet each project's primary business need, and specialize in new product positioning/optimization research, promotional development, tracking, human factors testing, REMS and formulary/treatment protocol assessment. Principals take a hands-on approach to every study and senior manager insight is applied to all projects.

Strategic Focus Research and Consultancy Ltd.

Wanchai, Hong Kong
Ph. 852-2832-7861
davidhui@strategicfocus.com.hk
www.strategicfocus.net
David Hui
900+ sessions since 1992

Established since 1996, we are a full-service market research company that conducts both qualitative and quantitative studies in Greater China and other Asia regions with multinational clients, leading ad agencies and international market research consultants.

Survey Center Focus, LLC

Chicago, IL
Ph. 312-321-8100
susans@scfllc.com
www.scfllc.com

Theresa Schreiber

2000 sessions since 1985

Patty De Biasi

1000 sessions since 1995

Erin Attere

550 sessions since 2008

SCF features in-house moderators with extensive experience with consumers, pre-teen/teens, physicians and C-level/other professionals on a range of topics: consumer behavior, product development, usability testing, ad communication, litigation, pharmaceuticals, health care and finance. Methodologies include: focus groups/IDIs, triads, dyads, team shops, ethnography, shopping audits, mystery shops, mock trial, online groups and blogs. SCF has 35+ years in qualitative research; 15+ in global project management, refining a proven network of moderators and facilities around the world.

**Talking Business**

Newport Beach, CA
Ph. 949-721-4160
holly@talkingbusiness.net
www.talkingbusiness.net
Holly M. O'Neill
1000+ sessions since 1997

Talking Business delivers the truth behind brands and what motivates purchase behavior - vital insights decision makers need to drive marketing solutions. Offering more than focus group moderating, we specialize in innovative research (e.g., MROCs, online bulletin board focus groups, ethnography) and strategic brand development. Our category expertise includes consumer, financial, pharmaceuticals, technology and hospitality with clients such as GlaxoSmithKline, Princess Cruises and Experian. Exceeding client expectations for 15 years, Talking Business connects with target audiences to better understand brands - loud and clear.

Targoz Strategic Marketing

Nashville, TN
Ph. 615-410-4553
randy.ellison@targoz.com
www.targoz.com
Randy Ellison
100+ sessions since 2002

Targoz Strategic Marketing is a full-service market research company specializing in qualitative and

quantitative research. Professionally-certified industry experts seasoned in online, in-person and telephone research across a range of industries will help you understand why people make the decisions they do and how you can best influence those decisions. Contact us today and turn our insights into your success.

**Ten People Talking**

Seattle, WA
Ph. 800-916-0775
regina@tenpeopletalking.com
www.tenpeopletalking.com
Regina Szyszkiewicz
1000+ sessions since 1992

Regina Szyszkiewicz, M.A., has nearly 20 years of experience and is often told she is a "great" moderator. Regina custom designs projects to meet each client's unique needs using proven and creative qualitative research approaches to maximize insights. She has been involved in a wide variety of in-person, immersive and online (video focus groups, bulletin boards) qualitative research projects across a wide range of industries. Health care is an area of specialization.

Threads Qualitative Research

Atlanta, GA
Ph. 404-308-7173
markm@threadsqual.com
www.threadsqualitative.com
Mark Michelson
1000+ sessions since 1984

Threads Qualitative Research is a global marketing research firm with an approach based in consumer anthropology. Our data collection methods integrate classic anthropological and qualitative research techniques with the latest technologies such as mobile ethnography and online qual.

361 Degrees Consulting, Inc.

San Gabriel, CA
Ph. 626-309-0532 or 626-274-6002
ly@361degrees.net
www.361degrees.net
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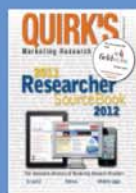
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Quester will hold a complimentary one-hour Webinar, themed "Leverage Their Brilliance – Using Consumer Intuition to Power Your Innovation Process," on **May 9 at noon CDT**. Bob Woodard of Deep Marketing Alliance will present. For more information visit <https://quirks.webex.com/quirks/onstage/g.php?t=a&d=662819667>.

ESOMAR will hold its annual Latin America conference on **May 13-15 in Mexico City**. For more information visit www.esomar.org/latam.

Allegiance will hold an event, themed "VOCFusion: The World's Largest Voice of Customer Event," on **May 14-17** at The Cosmopolitan Hotel in **Las Vegas**. For more information and to register visit www.vocfusion.com.

IIR will hold its audience measurement event on **May 21-23** at the Radisson Blu Aqua Hotel in **Chicago**. For more information visit www.iirusa.com/audience.

The Merlien Institute will host a conference, themed "InsightsValley Corporate Researchers Asia Conference," on **May 23-24** at Universiti Sains in **Penang, Malaysia**. Register with code QUK10 for a 10 percent discount. For more information visit www.insightsvalley.com.

The Council of American Survey Research

Organizations will hold its annual technology conference on **May 30-31** at the Millennium Broadway Hotel in **New York**. For more information visit www.casro.org.

The **Marketing Research and Intelligence Association** will hold its annual conference on **May 30-June 1** in **St. John's, Newfoundland**. For more information visit www.mria-arim.ca.

The Marketing Research Association will hold its 2012 annual conference and CEO summit symposium on **June 4-6** in at the Hilton Bayfront in **San Diego**. For more information visit www.mra-net.org.

The Council of American Survey Research Organizations will hold a management conference on **June 13-14** at the Wyndham in **Chicago**. For more information visit www.casro.org.

Marcus Evans will host its life sciences market research conference on **June 19-21** in **Philadelphia**. For more information visit http://www.marcusevansch.com/LSMR_QMR.

The International Quality and Productivity Center will hold its annual shared service exchange on **June 24-26** in **Pinehurst, N.C.** For more information visit www.sharedserviceexchange.com.

The American Marketing Association will hold its annual advanced research tech-

niques (ART) forum on **June 24-27** at the Westin Seattle in **Seattle**. For more information visit www.marketingpower.org.

Worldwide Business Research will hold a conference, themed "Luxury Interactive," on **June 26-27** at the Bridgewater in **New York**. For more information visit www.luxuryint.com.

Marcus Evans will hold its customer experience conference on **July 17-18** in **Chicago**. For more information visit http://www.marcusevansch.com/CEM_QMR.

IIR will hold a conference, themed "Shopper Insights in Action," on **July 18-20** at the Marriott Magnificent Mile in **Chicago**. For more information visit www.shopperinsightseven.com.

ESOMAR will hold its annual congress on **September 9-12** in **Atlanta**. For more information visit www.esomar.org.

The Marketing Research Association, Quirk's and the Market Research Executive Board will host the corporate researchers conference on **September 19-21** at the Fairmont **Dallas**. For more information visit www.marketingresearch.org.

The European Networking Group will hold its annual consumer insights and marketing excellence conference, themed "Integrating consumer insights and marketing 3.0 into break-

through business actions," on **May 9-10** at the Radisson Blue in **Rome**. For more information and to register visit www.engspain.com/site_media/files/SP64/SP64_C.I.M.E.pdf.

The American Marketing Association will hold its annual marketing research conference on **October 1-3** at the Bellagio Hotel and Casino in **Las Vegas**. For more information visit www.marketingpower.com.

The Qualitative Research Consultants Association will hold its annual conference on **October 3-5** at the Hyatt Regency in **Montreal**. For more information visit www.qrca.org.

The Council of American Survey Research Organizations will hold its annual conference on **October 8-11** at the Four Seasons Resort in **Scottsdale, Ariz.** For more information visit www.casro.org.

IIR will hold its annual conference, "The Market Research Event 2012," on **November 12-14** at the Boca Raton Resort and Club in **Boca Raton, Fla.** For more information visit www.themarketresearchevent.com.

To submit information on your upcoming conference or event for possible inclusion in our print and on-line calendar, e-mail Emily Goon at emily@quirks.com. For a more complete list of upcoming events visit www.quirks.com/events.

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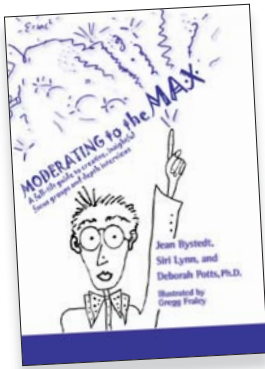
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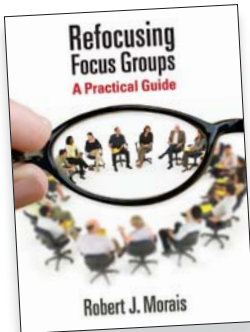
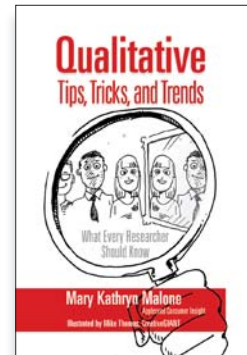


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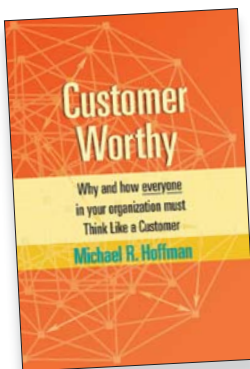
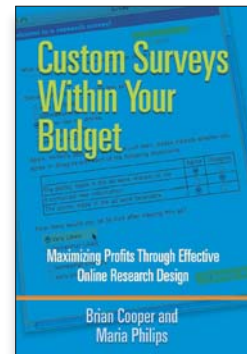
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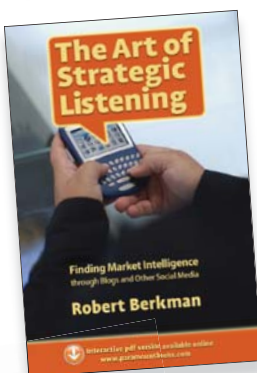
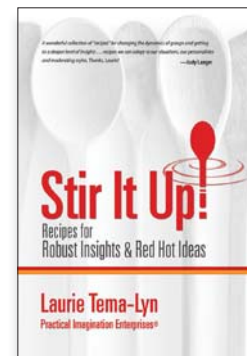
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Quirk's Marketing Research Review, (ISSN 08937451) is issued monthly by Quirk Enterprises Inc., 4662 Slater Road, Eagan, MN 55122. Mailing address: P.O. Box 22268, St. Paul, MN 55122. Tel.: 651-379-6200; Fax: 651-379-6205; E-mail: info@quirks.com; Web address: www.quirks.com. Periodicals postage paid at St. Paul, MN and additional mailing offices.

Subscription Information: U.S. annual rate (12 issues) \$70; Canada and Mexico rate \$120 (U.S. funds); international rate \$120 (U.S. funds). U.S. single-copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address;

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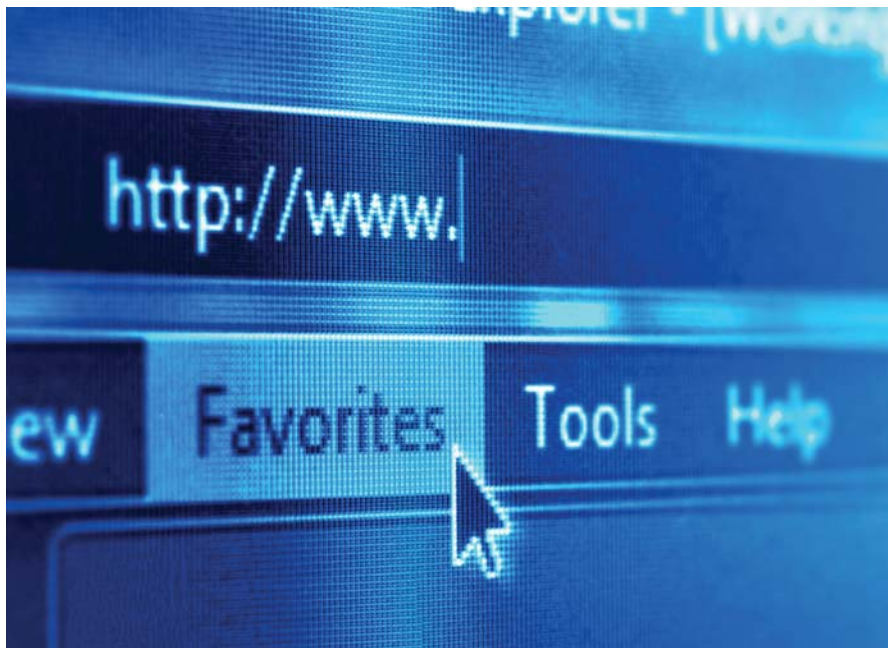
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Adding in photo and video uploads gets us another step closer to the consumer.



Quirk's research salary survey results coming next month!

The full results of our annual marketing research salary survey will be published in next month's magazine! This is the fourth year Quirk's has conducted the survey and results are based on responses from thousands of both client- and provider-side researchers. We know researchers are nosy, er, curious, by nature so keep an eye out for it in June!



More than a magazine

To keep you informed of what Quirk's is up to outside of the print magazine, we've created an online contents page (see p. 6). Each month, this page will feature content, tools and resources from our Web site, in our blogs and e-newsletter and from our other online offerings (e.g., apps and social media). Our goal is to have this section of the magazine serve as your guide to what Quirk's has to offer beyond the pages of the magazine. We hope you find it useful!

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To register for the contest, send an e-mail to contest@quirks.com with your complete contact information. Please include "RIVA Contest" in the subject line. Deadline to enter is May 31, 2012. The winners will be selected at random and announced in the July issue of *Quirk's*.

Congratulations to March's winner, Carla Crawley of Tyson Discovery Center, Springdale, Ariz. March's prize was a \$3,000 project credit with Toluna QuickSurveys.

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