

# *Quali*Quanti

## Marketing Research

Combining Qualitative and Quantitative Approaches

[www.qualiquanti.com](http://www.qualiquanti.com)



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# Company Profile

*Established in 1990, QualiQuanti is a full-service market research company combining qualitative and quantitative approaches to deliver rich, operational, and reliable results.*

## QualiQuanti

### Distinctive Areas Of Expertise

- 1. In-Depth Qualitative Research:** QualiQuanti taps into many fields of human sciences including Cognitive Psychology, Cultural Anthropology, Sociology, Linguistics, and Semiotics to deliver results in compliance with a complex and multi-faceted reality.
- 2. Innovative Quantitative Research:** QualiQuanti has revisited the standards of the industry to implement a unique methodology combining the qualitative and the quantitative approaches to better reflect the diverse and subtle perspectives of respondents (even on large samples).
- 3. Online Marketing Research:** QualiQuanti was among the first French companies to conduct online research, has owned its online panel since 2000 (TestConso.fr), and conducted over 60 bulletin boards focus groups in the past 4 years.
- 4. Pioneering Techniques & Technology:** QualiQuanti has consistently used pioneering research instruments (photo, video, blogs, bulletin boards, etc.) to better serve its clients' research objectives.
- 5. International Research Management:** QualiQuanti has a team of multilingual survey managers and a worldwide network of partners and is capable of conducting research projects in multiple countries.
- 6. Creative and Innovative Consultancy:** QualiQuanti's team of senior consultants has decades of expertise at designing creative and innovative ad hoc surveys.



## Philosophy

QualiQuanti is committed to the following principles to achieve its clients' survey objectives:

- **Using a wide palette of techniques** to create the unique ad hoc solution that best matches our clients' needs and goals (quantitative, qualitative research, one-on-one interviews, telephone interviews, focus groups, online research, BFG, etc.).
- **Combining qualitative and quantitative tools and analyses** alternating open-ended and closed-end questions to deliver richer and more operational results. QualiQuanti's integrative and generalist approach is really ahead in the profession.
- **Thorough understanding of consumers' experience** and motivations using specific techniques like NLP (Neuro-linguistic programming).
- **Delivering operational results and actionable solutions.** At QualiQuanti, we strongly believe that marketing research can be used as a creative tool to leverage brands' strategies and product innovation.
- **Flexibility and adaptability.** QualiQuanti's organization and structure allows us to respond quickly to the schedule and requirements of our clients' projects.
- **A good quality-price ratio.** QualiQuanti is committed to designing creative solutions that will lower the overall price of the survey through a customized combination of its various methodologies.
- **Dynamic and continuous reflection on the industry standards and trends.** You can follow our latest posts regularly published on four thematic blogs (listed at the end of this brochure).

# People



## **Daniel BÔ**

**Founder and Managing Director at QualiQuanti and TestConso.fr**

HEC, Sciences Com', and Carat Academy Alumni, BA in Sociology, former experience in Advertising (Saatchi & Lintas), 20 years of experience in Market Research.



## **Maxime LEHRHAUPT** **Managing Partner**

ESCP Alumni, MS in International Economics, MA in Psychology.



## **Isabelle DE SAINT-REMY**

**Research Director, Head of Qualitative Research**

HEC, MS in International Business, Sales Department Manager (PPR Cosmetics), Group Manager (PPR Home Department), Bed & Bath Department Manager at Grace Bros Store (re-branded Myer) in Australia.



## **Pierre GAILLARDON**

**Research Director, Head of Online Research**

CELSA and Institut Français de Presse Alumni, in charge of quantitative and quali-quantitative online surveys and Panel Manager at TestConso.fr.



## **Claude Emmanuelle COURATIER**

**Consultant, Head of Quantitative Research**

ISC Alumni, Director of Sierra Research Program (Travelling behaviors and Internet mobility),



## **Claire-Marie PEHUET-LÉVEQUE** **Research Director**

MA in Ethnology and Sociology, 10 years experience in qualitative research.



**Alexandra MARSIGLIA**  
Research Director

ESSEC Alumni, BA in Art History, Former Product Manager at L'Oréal



**Lauren DUPON**  
Senior Research Analyst

ESCP-Europe Alumni, Master of Management



**Sarah SONIGO**  
Research Analyst

HEC



*Follow the team's blog @*

**QualiQuanti**

<http://qualiquanti.wordpress.com/>

# Business Solutions

## Marketing Objectives

We offer tailor made solutions to address the issues unique to your company. We can help your business in the following:

- Usage & Attitude Research
- Concept Development and Optimization
- Product Development and Optimization (Product Testing/In-Home Use Tests)
- Naming
- Brand Image and Brand Positioning
- Pre- and Post- Advertisement Testing
- Marketing Communication Development and Optimization
- Website Optimization
- Packaging Design

(+)

Contact us to build the solution unique to your business issue:

Daniel Bô – Managing Director  
[daniel.bo@qualiquanti.com](mailto:daniel.bo@qualiquanti.com)



## Solutions & Techniques

Our expertise provides a wide range of integrated quantitative and qualitative ad hoc surveys, tapping into a wide palette of techniques and methodologies, including the following:

- **Quali-quant<sup>®</sup> Studies**
- **Focus Groups**
- **Online & Bulletin Board Focus Groups**
- **In-Depth Interviews**
- **Online Interviews**
- **Semiotic Analysis**
- **Proprietary Panel**
- **Field Services**
- **International Research**



**In the following pages, you'll find a detailed presentation of our solutions.**



# Quali-quantitative® Studies

## Objective

A flexible, penetrative approach that overlays standard metrics with a qualitative dimension.

Can be used as a stand-alone study or integrated in a multi-phase survey to supplement a quantitative or a qualitative phase.

## Methodology

One-on-one interviews based on questionnaires alternating closed- and open-end questions:

- In compliance with all data collection techniques: face-to-face, telephone, web-based, self-administered, etc.
- Our questionnaires purposely go from open and projective questions to more close-ended and enforced ones.
- The questionnaire is open enough to let respondents express their views without being overly influenced.
- The system is however closed enough to enable a quantitative data processing.

## Results & Report

An oral or written report combining statistical data analysis (tables & figures), and verbatim classification:

- The quantitative results are balanced by and supplemented with the qualitative data analysis to facilitate the decision-making process.
- The respondents' verbatim analysis is not limited to codification, but is also reviewed by qualitative experts to provide a deeper, richer understanding of the consumer's mind.
- A large part of the verbatim is included in the report to give marketers access to that "gem" insight that helps them turn good ideas into stellar ones.

**SpeedBack®** A quick web-based quali-quantitative® study offering a complete feedback within 3 days, thanks to a unique simple process.

# Focus Groups

## Objective

An In-depth understanding of consumer motivations and behaviors

## Methodology

A 2-phase recruitment process leveraged against our robust and fresh proprietary panel

- **Phase 1: Pre-recruitment**
  - Targeted consumers are screened via online semi-open questionnaires from our proprietary panel (testconso.fr – 330,000 members).
  - Our semi-open questionnaires combine closed- and open-ended questions to enhance the identification and sampling of respondents, based on our clients' specifications.
  - The pre-recruitment survey allows anticipating the major topics that will be covered during the focus groups and writing the moderation guide.
- **Phase 2: Final Recruitment**
  - The sampling is finalized via in-depth telephone interviews.
  - Our highly trained team of recruiters knows how to find the proverbial needle in a haystack and the right mindsets for your survey.
  - Thanks to our online panel, we can schedule focus groups within 24 to 48 hours.
- Optional: the pre-recruitment questionnaire results can be provided in a written report.

## Moderation

A team of qualitative experts with extensive backgrounds in both marketing & social sciences

- The focus groups are conducted by a team of highly qualified in-house moderators with extensive backgrounds in psychology, sociology, anthropology, linguistics, NLP and client-side marketing.
- The sessions follow discussion guides that include multiple projective techniques (visual aid inserted, etc.).
- Each research project is assigned to a survey supervisor who has extensive experience in the sector that applies to the survey.

## Analysis & Reports

In-Depth Analysis, Detailed report, and Summary

- Analysis is supervised by a research director.
- A detailed report including verbatim, thorough analysis and conclusions under word/pdf report
- Executive summary and oral presentation report under ppt format

# Bulletin Board Focus Groups

## Online qualitative forum

### Objective

An unparalleled access to the consumer's mind – the next generation of qualitative research

### Methodology

An online qualitative forum moderated from a secure platform

- Targeted samples of 15-30 participants, screened via an online questionnaire (fromTestConso.fr) and confirmed by a telephone interview.
- The discussions are moderated on a daily basis. They usually take place over 5-10 days, but can also spread over weeks, even months in some cases.
- Participants receive alerts by email, each time a new series of questions is initiated. They can respond from any location at their convenient time, which offers a huge flexibility in the realization of the survey (besides the obvious costs cuttings).
- The discussions are moderated by a highly experienced team who has conducted 60+ boards over the past 4 years.
- Opportunity for clients to have a 24-hour access to the board.
- Transcripts are downloaded immediately to speed up analysis (data is processed on a daily basis)

### Benefits

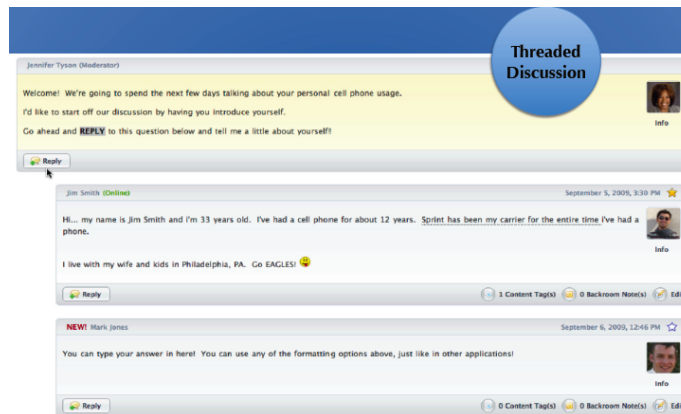
Very rich, more in-depth, well-thought out responses

- The interactivity between respondents often yields unpredictable, powerful, and deeply emotional insights.
- Flexibility in time and location leads to high participation rates, and enables to reach low incidence or otherwise hard-to-reach consumers.
- The technology we use supports audio, video, etc. embedding, enabling us to include an almost unlimited array of multimedia stimuli (packaging and advertising executions, footage, boards, copy, etc.), and deliver even richer data.



## Platform

- **A private forum** hosted on a dedicated password-protected platform.
- **A secure interface accessible to clients** who can follow threads and discussion in real-time (like in a focus group facility, “behind the mirror”), and interact with the moderator in a “backroom discussion”.



- **A very flexible and enhanced piece of software** where moderators can post links, videos, TV footage, logos, photos of packs, and **any visual stimulus** that can be necessary to conduct a survey aimed at delivering the best actionable insights.



- **Transcripts of the whole discussion** can be exported to pdf, word or excell.

# Semiotic Analysis

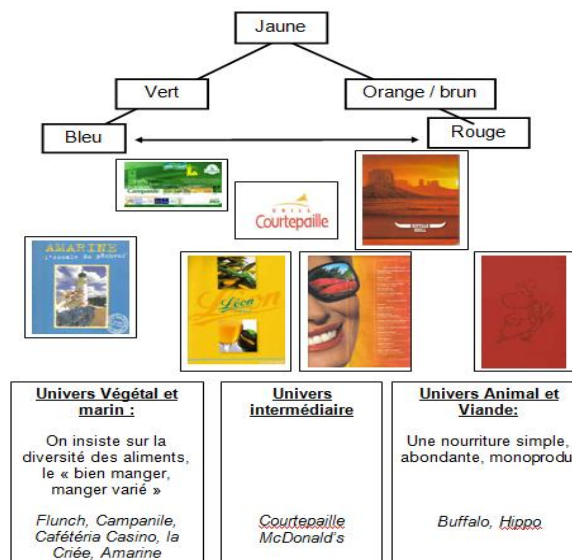
Semiotic analysis is the **identification and description of each element of a product or a communication**. A semiotic study can investigate **all elements of the brand platform** from the logo to the tagline, the key messages, the advertising material, the place of purchase, and the packaging.

QualiQuanti semiotic studies review both textual and visual elements to better help identify a brand or corporate strengths and weaknesses, notably compared to other brands and businesses of the industry.

The in-depth understanding of a brand's communication and image is critical to:

- **improve the consistency of its messages** across all communication supports
- **ensure the relevance of the content it delivers to each target of audience**
- **help define the brand's positioning and smooth out strategic transitions** (in case of a merger, an acquisition, a change in management, a need to reposition itself)
- **plan future developments** (products, campaigns, etc.).

Content analysis techniques appeal to many fields of the **social sciences**: semiotics, linguistics, ethnology, anthropology, philosophy, psychology, etc.



*Benchmark of French restaurant chains based on a semiotic analysis of their logo and identity*

# Semio-Live® Studies

## Methodology

**3-8 hours live semiotic analysis conducted by a professional semiotician within the presence of the client**

## Benefits

**Semio-live® studies provide many benefits. The main ones include:**

### Interactive

#### **Immediate response to your business issue**

The Semio-live® study allows clients to get immediate actionable solutions to their business issues or work hypotheses. The semiotician reviews the material you provided him (marketing supports, concepts, strategies, etc.) throughout the whole live analysis.

### Budget-friendly

#### **Limited costs and time saving**

Provided that the marketing (or advertising) material is ready to be analyzed, a Semio-live® study can be set up very quickly, and provides instant results at a limited cost. The Semio-live® session can be supplemented with further analysis if needed.

### Creative

#### **Solutions-oriented session**

A Semio-live® analysis is a collaborative session. As many participants (both on the research- and client-side) attend the session, the content is submitted to the analysis of many. Thus, the Semio-live® study can become a creative brainstorm leading to new ideas for future marketing campaigns and product development.

### Educational

#### **Great integration of the results**

Participating in the live session allows marketers to follow each stage of the analysis in real time, and hear the semiotician's comments while they visualize the key elements. This part is critical for marketers to get a deeper understanding of the results, and integrate them more easily in their strategy.

# Proprietary Web Panels

QualiQuanti has 3 proprietary panels and 1 partner in Africa.



Launched in 2000, Testconso.fr is a generalist panel representative of the **French population** and has reached over **550,000 members** now.



Launched in 2005, PanelConso helps recruit new members, and ensures the panel testconso.fr is renewed over the years.



Launched in 2009, Consumer Worldwide is QualiQuanti **international research panel** targeted at an English-speaking audience throughout the world.



QualiQuanti partners with Panel-Africa.com to respond to its clients' needs on the African continent (pan-African and local research).

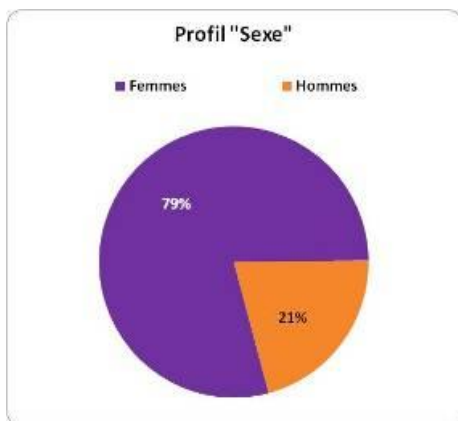
## QualiQuanti Quality Standards

- **Consistency & Balance**
  - QualiQuanti maintains a live control system over its panel to guarantee a balanced, un-biased and representative community.
- **Freshness**
  - The TestConso.fr panel is constantly renewed (**80,000** new members per year).
- **Real Respondents**
  - QualiQuanti has several verification techniques to ensure the authenticity of respondents and remove fraudulent panelists.
  - Duplication is avoided at the registration stage through automatic checks against existing e-mail addresses held within our panel management system.
  - Panelists who give inconsistent responses are removed from the database.

- **Double Opt-in Registration**

- Respondents apply for panel membership by completing a double opt-in procedure, and agreeing to our terms of confidentiality.

## Testconso.fr Structure (Age & Gender distribution, and Geographic repartition)

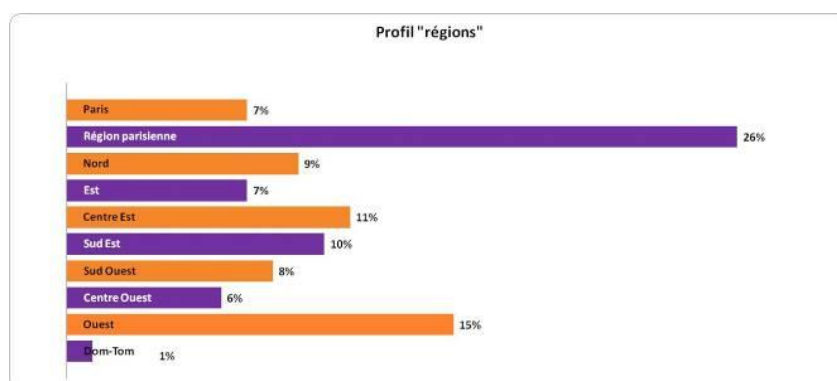


A **rather feminine panel** is a great advantage in online studies:

- ...as they are mostly responsible for the household spending.
- ...as it allows to reach easily their spouse and children.

A **well-balanced panel in age.**

A well-balanced panel **across the French territory.**



The basic structure is supplemented with further profiling criteria that can be provided upon request, to better help marketers recruit the target sample relevant to their survey objective.





## Engaged Respondents...Reliable Data

Successful online research requires the interviewees be strongly engaged in the process, especially when the questionnaire is self-administered. To maximize its panelists' engagement, QualiQuanti follows a couple of rules that we found to be extremely helpful over the years to ensure high-quality responses.

- **QualiQuanti puts the respondent at the center of the research by “valuing his opinion”** (see [testconso.com](http://testconso.com) tagline):
  - QualiQuanti designs rich and stimulating questionnaires to engage the respondents on a specific topic.
  - Our questionnaires are not mindless check-the-box exercises; they ask the respondents to do the trade-offs they would normally do in their mind in real life situation.
  - Our questionnaires always leave open space for respondents to express their thorough views (so that they feel influential).
- **Panel members always receive some kind of reward for their participation:**
  - They can either be entered in a prize draw, receive gift certificates, gifts, or cash awards depending on the nature of the survey and their participation efforts.
- **QualiQuanti maintains a « permission marketing »-like relationship with its panel members**
  - It is important to manage the panel like a community and to maintain the relationship with regular questionnaires (online panels call for a more frequent interrogation, ideally once a month).

# Fieldwork Services

## Sampling & Recruitment

10+ years of experience in online sampling and recruiting

- **Sampling**
  - Sampling can be done using the profiling criteria entered in testconso.fr database.
  - We can also abstract a random sample from our panel base.
  - It can also be conducted through a short online questionnaire or screener to get a more precisely tailored sample of respondents.
  - Flexible size sample: 100-3000 respondents to allow for a large quantitative data processing.
  - Advanced techniques to get hard-to-reach and low incidence audience.
- **Recruitment**
  - Participants can be recruited either online or on the phone.
  - For online recruitment, our consultants design tailor-made questionnaires to reach the aimed target of respondents and achieve powerful survey results.
  - Even our sampling questionnaires include some open-ended questions aiming at measuring the respondents' engagement and motivation towards the survey.
  - The verbatim material collected in the pre-recruitment phase helps also design the survey questionnaire itself.
  - For more in-depth surveys, we also recruit participants on the phone (using CATI software). See: 2-phase recruitment process described above.

## Data Collection & Analysis

Enhanced quality standards

- **Online – Survey Programming & Hosting**
  - QualiQuanti leverages several pieces of software (internal, Sphinx, QualBoard, etc.) against its clients' research objectives to match the best available technology to the survey type.
- **On the Phone (CATI)**
  - QualiQuanti partners with a field agency that has a team of 150 highly trained interviewers.
- **Prompt, Accurate, Reliable Data**
  - Unique High-Quality Responses (cross-checking for doublets, and purging respondents who did not (or poorly) answer the open-ended questions).
  - Coherence testing between the responses.
  - Within 24h-48h (online)

## Deliverables

- Sample & Questionnaire (screener)
- Raw quantitative data analysis (Full report)
- Collection of qualitative data (raw verbatim material)
- Optional: Executive summary of the key findings, Oral presentation of the results, Qualitative data analysis



# Panel Building Services

## Concept

**A private ad hoc panel to survey customers, prospects, subscribers, employees, etc.**

- Ad hoc panels are aimed at big name brands, agencies, retailers, corporate, non-profit organizations, medias, and public organizations, etc.
- Sampling (500-50,000 members): members are recruited via a short registration questionnaire hosted on the brand or corporate website or on a dedicated platform.
- QualiQuanti offers flexible, efficient and cost-effective solutions to enable brands and corporate to manage their own online panel.

## Benefits

**Choose your level of moderation of the panel**

- From a mere branded solution to a full panel management and moderation solution.
- QualiQuanti can be as much involved, as you need in the data collection and analysis process, from raw data collection to full data analysis and reporting.
- QualiQuanti can support and train your team to handle the programming and panel management and moderation.
- Online ad hoc panels are a great tool to conduct online research, e.g. quali-quantum® studies and Bulletin Board Focus groups.



# International Research

- **Online Global Panel**
  - Basic global panel (via consumerworldwide.com)
  - Specialty global panel (innovative food and beverage)
  - International Data Collection through our global panel or our partners' panel (consumer verbatim available in English, French and Spanish)
  - Pan-African Research
  - Global Network of partners
- **Multi-lingual survey programming**
  - Data coding and tabulation in multiple languages (English, French, Spanish)
- **Multiple survey methodologies**
  - Focus groups organized in multiple countries (Europe mainly)
  - Online qualitative forums – BBFG (English/French - all countries)
  - In-depth phone interviews (English/French - all countries)
  - Quali-quantis® study (English/French - all countries)
- **Multiple survey objectives**
  - Product testing in multiple countries
  - Ad testing
  - Brand Image
  - Semiotic analysis (based on international marketing material)
  - Concept testing
- **Translation Services**
  - Questionnaire translation
  - Survey report translation
  - Oral presentation
- **Team**
  - Highly trained multilingual research analysts with extensive experience abroad in client-side marketing and advertising (UK, Australia, USA, etc.).

**Contact us to learn more about our international offer and request our case study portfolio.**

# Clients Portfolio

## Media (TV, Radio, Cinema)

TF1, France Télévision, Arte, Publitalia, TCM, NT1, RTL9, Discovery, Equidia, 13ème Rue, Voyage, Cuisine TV, Eurosport, Gulli...

## Publishing

Lagardère, Prisma, Psychologies, Condé Nast, Manchette, PlayBac, Pocket, Dunod, Nathan, Bordas, Télémaque, Michelin Editions,...

## IT – Internet

Lycos, Voilà, PagesJaunes, AlloCiné, Fortuneo, MPO, V Tech, Price Minister...

## Telecommunications

France Télécom, Orange, Cellfish Media, SFR

## Food – Beverage

Danone, Nestlé, Hipp, Rians, Groupe Bongrain, Roquefort Société, Arrivé, Fleury-Michon, Sodebo, Labeyrie, Lindt, Joker, Orangina, Bollinger, CIVA, Cadbury, ...

## Luxury – Clothing

Dior, Moët-Hennessy, Chanel, Pernod-Ricard, Absolut, Mumm, Isotoner, G.Rech, S. Pérèle, Lou, Sephora, Comité des Arts de la Table, agnès b.

## Hygiene – Beauty – Personal Care

Club des Créateurs de Beauté, Pharmygiene, Elmex, L'Oréal, Peaudouce, Nana,

## Household Products

Procter & Gamble, Benckiser, Arjo Wiggins

## **Retail**

La Halle, Carrefour, Intermarché,  
France Loisirs, Eveil & Jeux, Bistro  
Romain

## **Banking – Insurance**

AXA, Cetelem, Cofidis, Société  
Générale, La Poste, Sovac, Groupama,  
Macif, Maaf, La France Mutualiste,  
Mornay, American Express

## **Leisure – Tourism – Culture**

Flaine, Eurotunnel, Ateliers d'Art de  
France, Salon de l'Agriculture, CNC,  
INA, FNCF, Cité des sciences

## **Services**

Adecco, Ticket Restaurant, Sodexho,  
CHR, ...

## **Automotive – Industrial Materials**

Technal, Atlantic, Deville, Pioneer,  
Renault, Citroën, Tarkett-Sommer

## **Public Sector – Charity**

Monnaie de Paris, Coface, Institut  
Pasteur, FIPHFP, Française des Jeux,  
PMU, ...

## **B to B**

Pharmacists, Surgeons, Architects,  
Mayors, Commercial Networks, ...

## **Ad & Media Agencies**

Carat, Ogilvy, Betwin, Trade  
Connection, Havas Entertainment,  
Vizeum, Zénith, Eneki, ...

# Connect With Us

## Contact

### Managing Director:

Daniel Bô

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## Social Media



Follow QualiQuanti tweets @  
<http://twitter.com/qualiquanti>



Follow our tweets on Brand Content @  
[http://twitter.com/brand\\_content](http://twitter.com/brand_content)



## Blogs (mainly in French)

QualiQuanti publishes four thematic blogs in French and one in English.

- **QualiQuanti (English) ([www.qualiquanti.wordpress.com](http://www.qualiquanti.wordpress.com))**

QualiQuanti (English) is a generalist marketing research blog where the team shares news and insights about the industry, with a focus on international research projects.



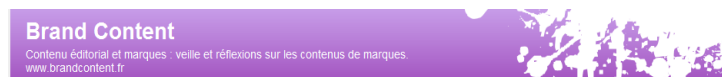
- **Recherche Marketing & Etudes Internet ([www.marketingetudes.com](http://www.marketingetudes.com))**

Marketing Etudes is a generalist marketing research blog following the industry standards and trends, notably online research tools and methodology.



- **Brand Content ([www.brandcontent.fr](http://www.brandcontent.fr))**

Brand Content introduces Branded Entertainment & Content Marketing to the French market, and is illustrated by relevant case studies and best practices among companies worldwide.



- **Analyse Sémiologique & Etudes Marketing ([www.analyse-semiologique.com](http://www.analyse-semiologique.com))**

Analyse Sémiologique (literally meaning semiotic analysis) goes beyond thoughts and analyses of the role of human sciences in marketing research, and list a couple of semiotic surveys conducted by QualiQuanti in the past 10 years.

