

Better together: when methodologies collide to reveal stronger insights

Jenny Hearne – Watch Me Think

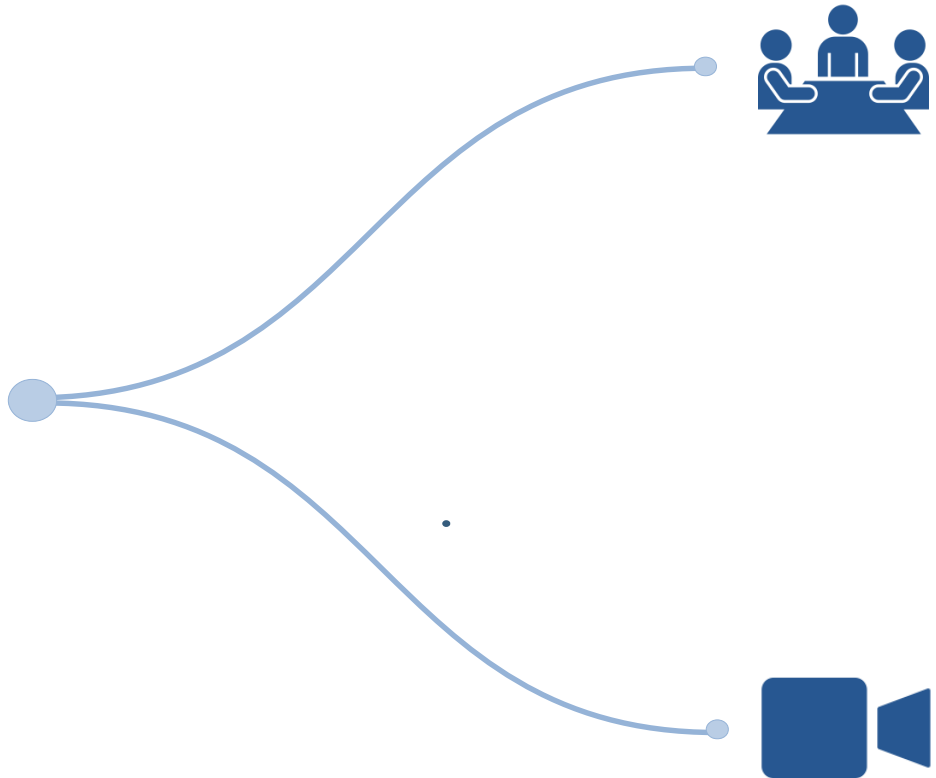
Julie Davey – Julie Davey Research



“We need to do some qual research”



??? ???
Business Question
??? ???



Traditional qualitative research techniques – **focus groups, paired depths, accompanied shops**



The new kid on the block – **non intrusive, self moderated video observation studies**



Why are clients less likely to consider merging methodologies?



Clients want the best results, in the least time, at the lowest cost & merging methodologies feels like it might jeopardise this requirement



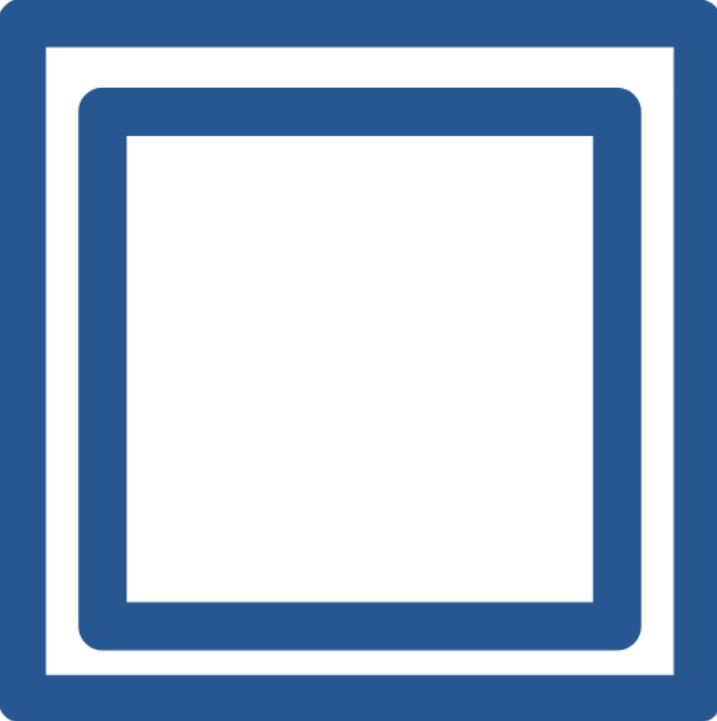
As agencies we don't want to compromise our deliverables & can feel unsure about merging our methodology with our 'competitors'



Time



Quality



Blinkered



Fearful



But our experience of merging qualitative methodologies has taught us that it reveals stronger insights



Traditional qualitative research techniques – **focus groups, paired depths, accompanied shops**



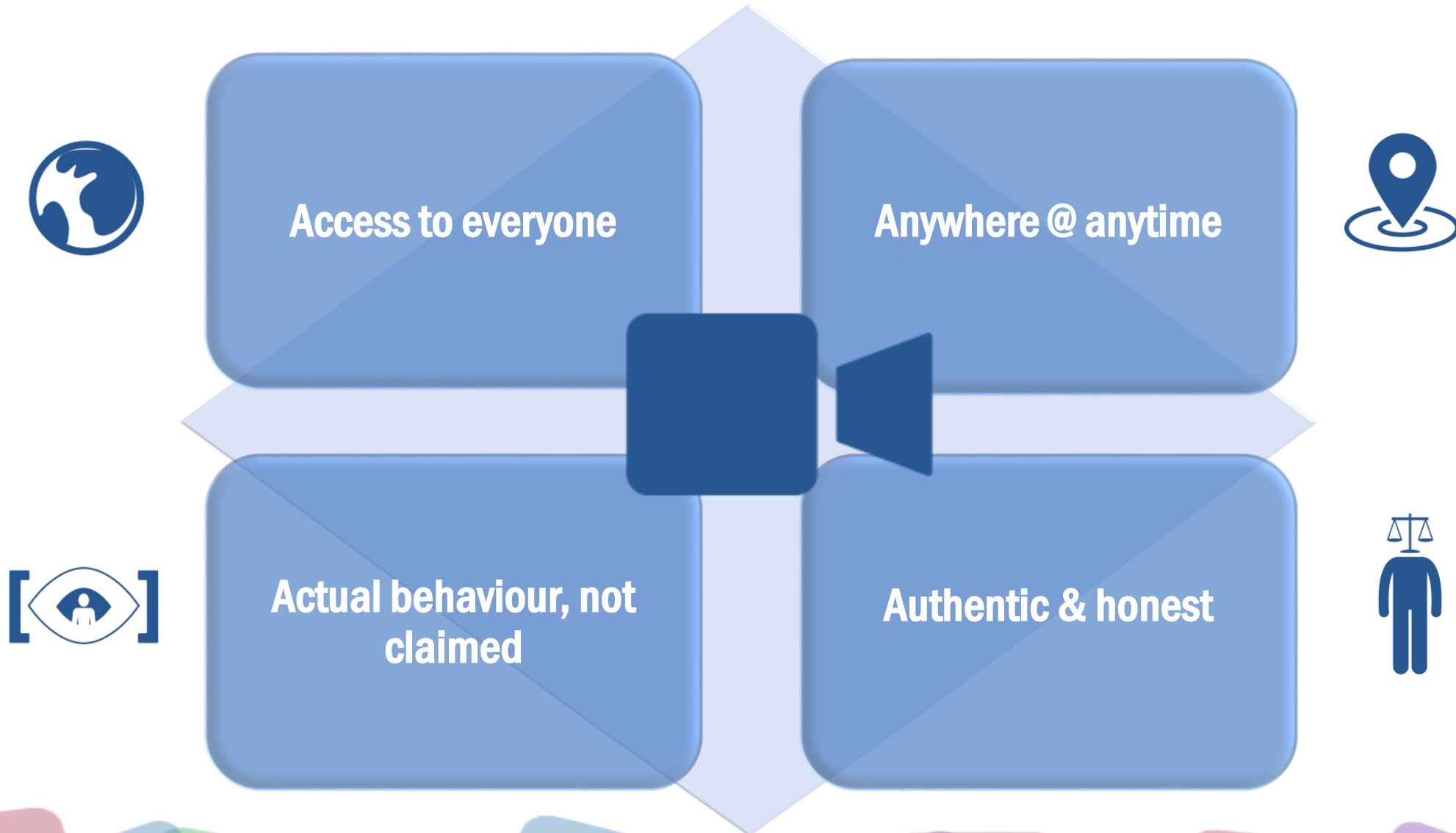
The new kid on the block – **non intrusive, self moderated video observation studies**



What does each 'ingredient' bring?



What is revealed through non intrusive, self moderated and self reviewed video observation studies?



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In the hands of experienced & sensitive researchers, traditional qual approaches unearth rich, subconscious beliefs & actionable insights



Exploring the layers

Seeking out patterns & inconsistencies



Social therapy of sharing

Stimulus exploration



Why we should be proud of our skills as 'consumer chefs'



Detective skills – open questions & active listening



Devils advocate – pushing back on inconsistencies



Development skills – managing the flow & evolving ideas



Creative elicitation skills - finding hidden worlds



Clients who have merged methodologies have enjoyed the cake



By working together and merging methodologies we are building the layers of the insights cake

One Question...



...One Answer



On receipt of a research brief, think how best to chunk the challenge to create the optimal mixed methodology



Using video observation before traditional qual research

Using video observation alongside traditional qual research

Using video observation after traditional qual research

- Fully immerse yourself in your consumers world
- Discovering insights based on actual behaviour, not claimed
- Gives focus & direction for key exploration areas
- Allows solutions to tension points to be created, explored and evolved further

- Extend your reach beyond the location of the groups - beyond Surrey or even beyond the UK
- Explore particular areas in the actual moment, such as product usage, to discover more diverse insights & different perspectives

- Post tasking for additional insight
- Extend the dialogue beyond the group moment
- Product trial, behaviour change study

What are our top 5 must do's when merging methodologies?

- ✓ Act as one agency from proposal to completion
- ✓ Be clear with the client and with each other about responsibilities and costs
- ✓ Be self aware – know the strengths of your own methodology & build stronger insights together
- ✓ Make time to analyse the findings together and tell one seamless story
- ✓ Communicate, communicate, communicate!

We are keen to add new ingredients to the mix

**“the Holy Trinity of doing that mixed
research approach is also including quant”**

Lucy Rennie - Senior Strategist, Aesop