

# Better together: when methodologies collide to reveal stronger insights

Jenny Hearne – Watch Me Think

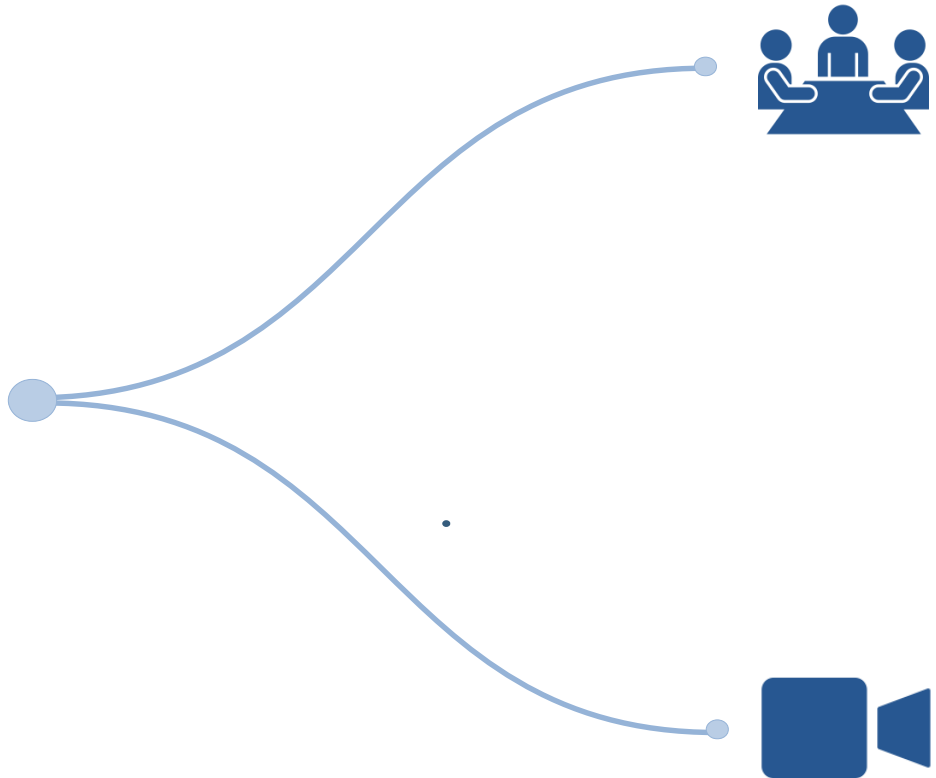
Julie Davey – Julie Davey Research



# “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



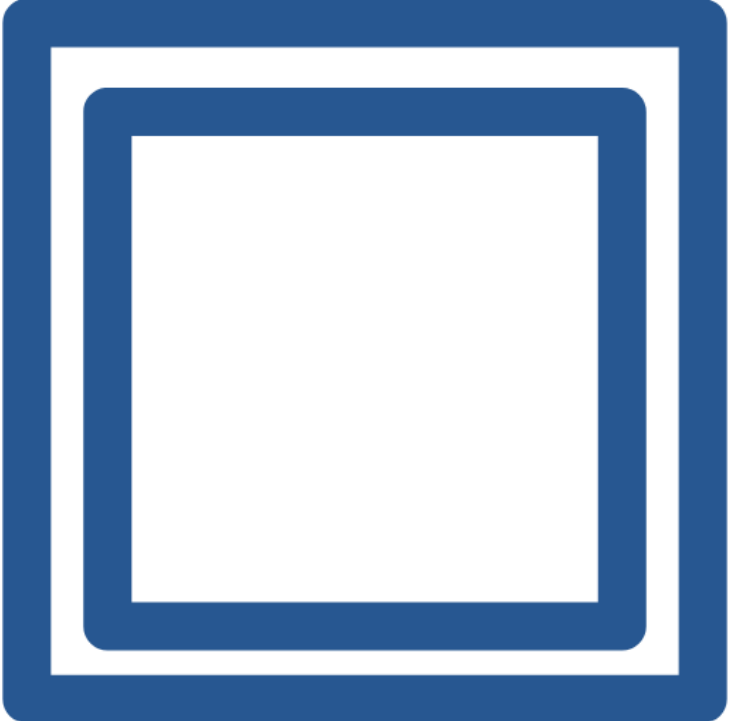
As agencies we don't want to compromise our deliverables & can feel unsure about merging our methodology with our 'competitors'



**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**



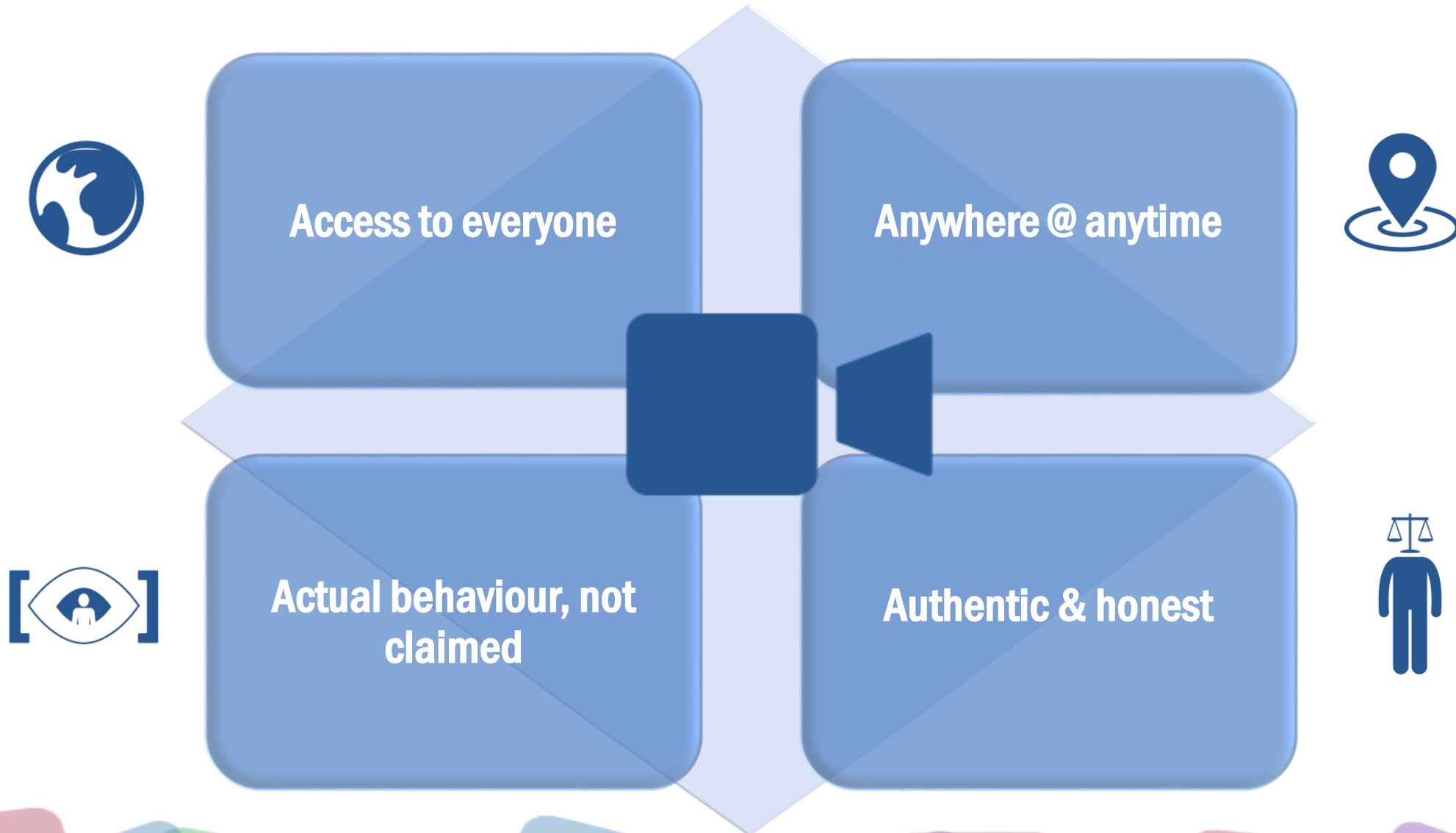
The new kid on the block – **non intrusive, self moderated video observation studies**



# 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

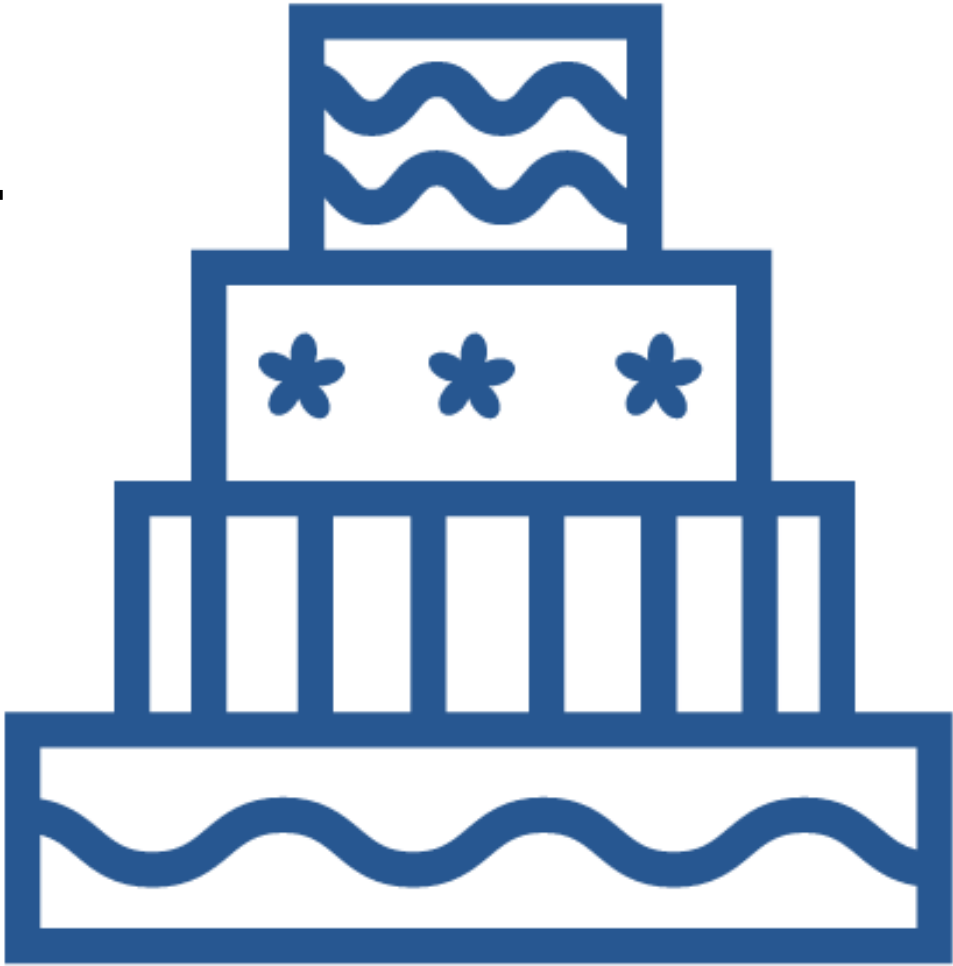


Clients who have merged methodologies have enjoyed the cake



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