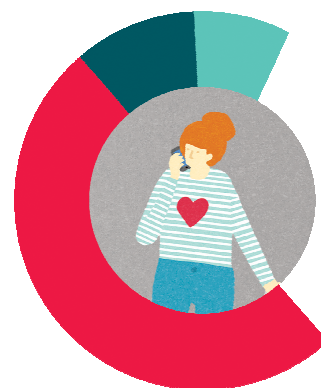


QUAL@REDC

Qualitative research from RED C allows you to get a deeper level of insight and consumer understanding. Getting beyond the numbers and statistics we can access the deeper motivations, attitudes and behaviours. Bringing your consumers to life in meaningful stories will help you to see more clearly and plan more effectively. With a large and highly experienced qualitative team at RED C we can give your business the edge.



Qual@RED C

At RED C there are 6 director level qualitative researchers, many of whom are dualists, further supported by a wider executive team. We strive to bring you the most up-to-date thinking and methodologies in qualitative research. Our team is driven by a ruthless commitment to our clients, creativity and a natural curiosity to find out more and develop a deeper understanding of people and consumers in their daily lives.

- / Ask
- / Listen
- / Observe
- / Understand

With a qualitative toolkit that straddles observational, ethnographic, online, and more traditional approaches, we can find the optimal solution to address your business needs. This document outlines some of what we do, but please give us a call to find out how we can help you to tailor a specific solution to your business needs.

A Ruthless Focus on Quality

Our in-house qualitative team includes a highly trained panel of recruiters. We employ stringent measures to ensure that our recruitment of participants adheres to your requirements and that we always exceed the highest standards. This means we are talking to the best people so that we consistently deliver the best insight.

An Unrivalled Qualitative Toolkit

We offer a full range of qualitative techniques including in-depth interviewing, shop-a-longs, accompanied surfs, consumer safaris, online groups, focus groups, conflict groups, international qual and a myriad of other bespoke solutions that can provide you with in-depth understanding and clarity.

Ethnography: Going Deeper

What better way to understand a consumer's journey, than to share the journey with them. Accompanying shoppers, service users or consumers immerses you in their world. You

see first-hand how they engage with your product or service and the "pain points" that they experience so that you can make it better for them. Using video footage we bring these experiences to life for you. At home, in store, online... We will walk with your consumers to understand them more clearly.



Embracing the power of Groups

Traditional discussion groups are the cornerstone of qualitative research and in many cases they serve as an effective standalone solution. However there are times we need to do a little more; to embellish the group sessions to make them more powerful.

- / **Peer to Peer Sessions:** in difficult to reach groups, why not get participants to recruit their peers for group sessions?
- / **Conflict Sessions:** Engineer a conflict by creating opposing teams in a group to uncover deeper beliefs, attitudes and opinions.
- / **Telescope Groups:** Short, snappy groups with smaller numbers of participants when what you need to know is focussed on a specific topic or business question.
- / **Mobile Groups:** Group sessions on the move and on-site where it matters.
- / **Homework:** Using RED C's online homework portal we collect pictures, videos and relevant anecdotes from group participants before we meet them.

We will devise a solution that best meets your objectives: supergroups, minigroups, longitudinal, online, offline; whatever it takes we will find a solution that gives you the clarity you desire.

Engaging Research

At RED C we go the extra mile to bring our stories to life, applying technology to positive effect. The integration of video diaries, voxpops, consumer web portals and even 3D animation have scooped us several awards for our qualitative research in recent years.

REDC

For Further Information

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