

OPINION

 Rapid Response

Quant Facts and Qual Insights

○ Rapid Response Quant Facts and Qual Insights

Definition

Rapid Response provides the possibility of combining, at a **very early stage**, **idea screening and the further development** of the most promising ideas.

The specific method links **quantitative assessments and qualitative feedback**.

○ QUANT FACTS

A large number of new product ideas, concepts or advertisements can be evaluated quickly and comprehensively on a solid basis – by means of quantitative methods.

○ QUAL INSIGHTS

The additional qualitative component allows to obtain a deeper understanding of these assessments.

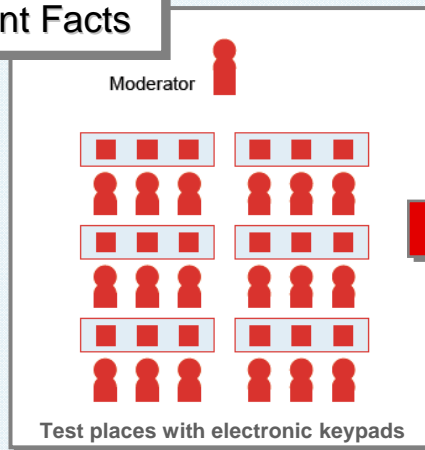
Application

Up to 15 product ideas can be tested per session in various forms:

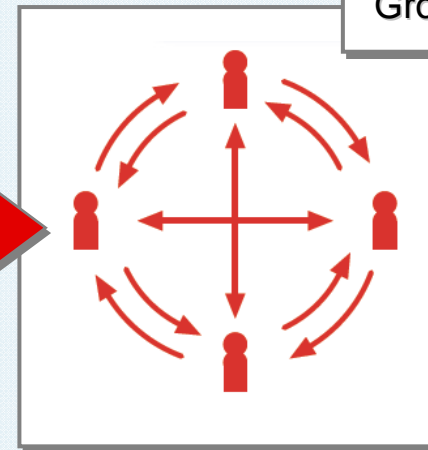
- (verbal) concepts
- dummies (e.g. packagings)
- TV spots or print advertisements
- periodicals/ magazines (form of the copy-test)

○ The Test Method

Sessions: Quant Facts



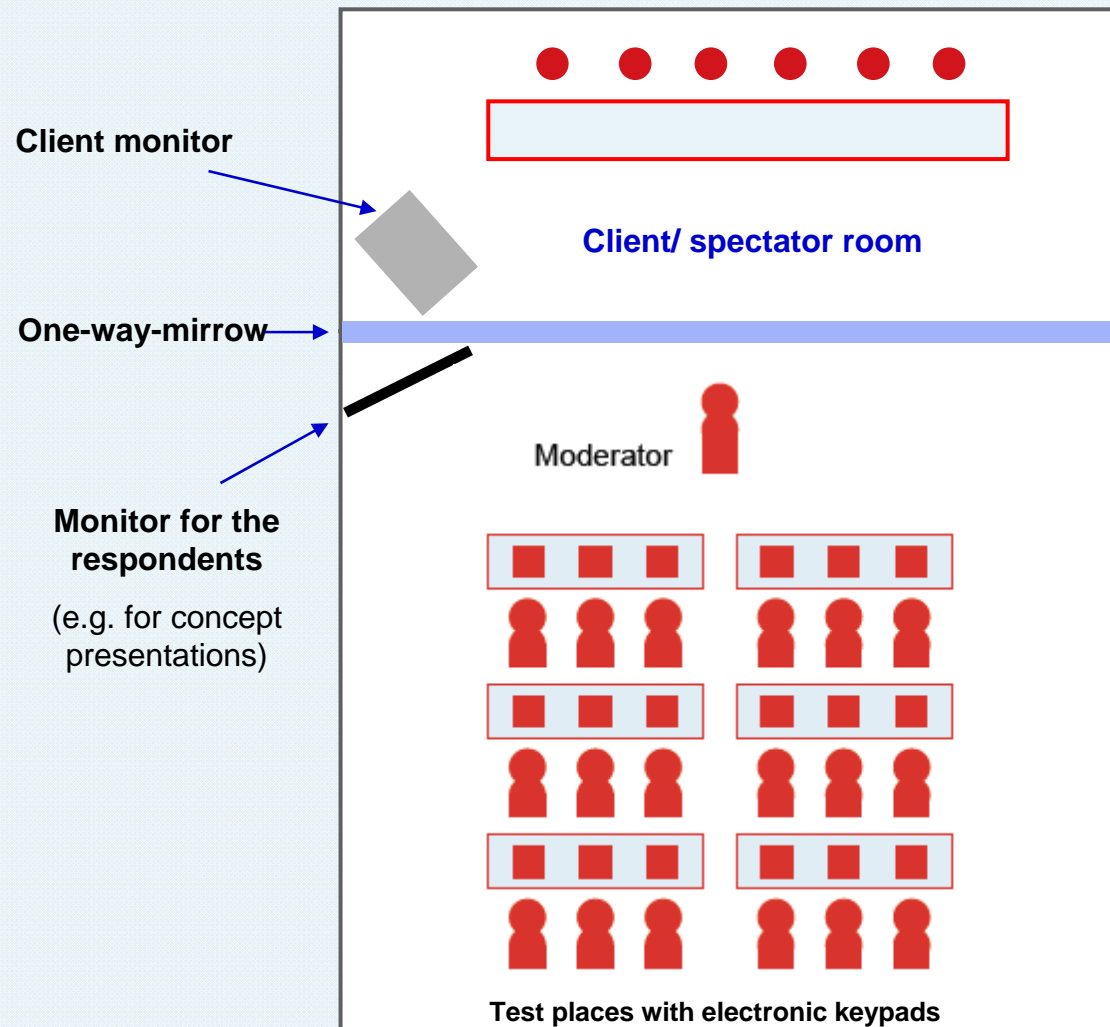
Group Discussion: Qual Insights



- Test persons are invited to a test studio where computer-aided interviews are carried out in **group sessions with 20 – 25 participants per group**.
- **Two sessions** are held in each of **two or three towns**.
- Each group session, lasting about **2 hours**, is conducted by a **trained moderator**.
- The **ideas** in the form of concepts, advertisements etc. are successively presented to the test persons for **evaluation**. Each participant sees and evaluates the same concepts or prototypes and answers all the questions by means of an **electronic keypad**. This ensures that the test persons are able to give their evaluations **anonymously and confidentially**.
- The respondents' **votes are collected**, immediately **processed** so that they can be **accessed as graphs during the ongoing session**.

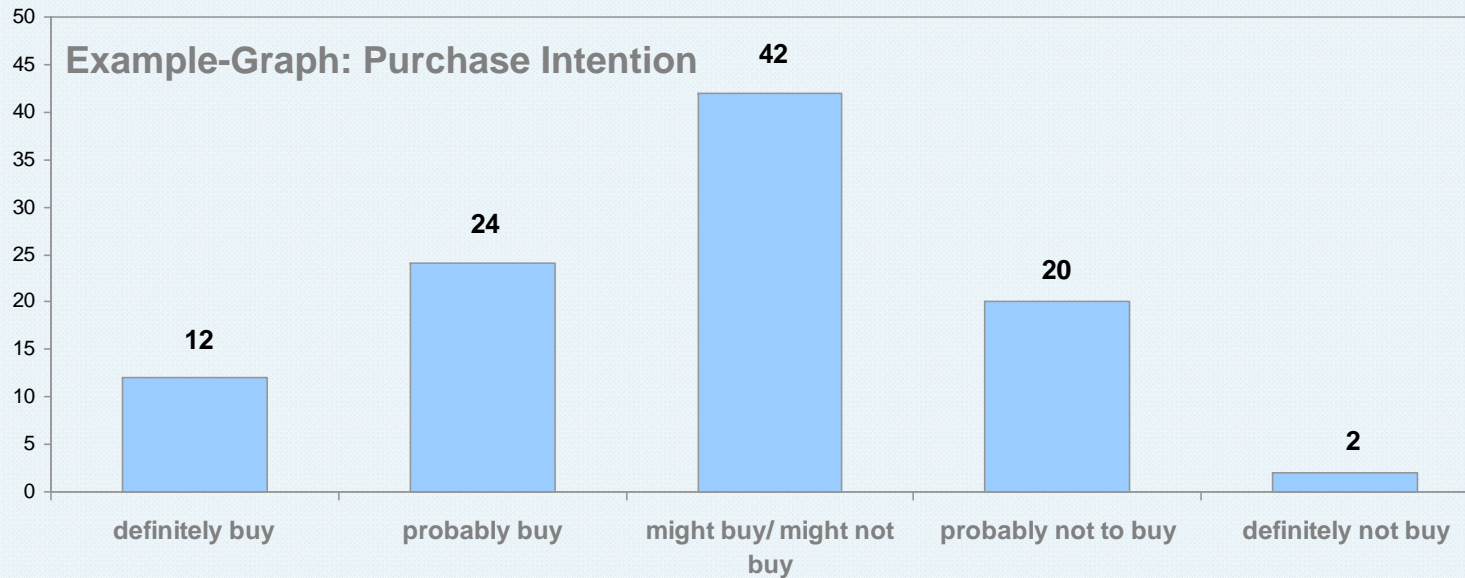
- This session is followed by a **group discussion** involving part of the total sample (approx. 8 to 10 persons).
- The findings from the quantitative interview are used in order to **formulate relevant questions for the qualitative part** (e.g. likes and dislikes in relation to the concepts, difficulties in understanding, suggestions for improvements).
- The more **intensive exploration** carried out during the second stage of the survey greatly **enhances our understanding of the figures** obtained during the first stage.

○ Session Set-Up



- **Marketing teams and developers** can – and should – follow the session and the group discussion in a **separate room through a one-way mirror**.
- The **aggregated data** is relayed onto a screen there – in **real time**.
- The observers can thus **decide** which ideas should be **analysed in detail**.
- Here, it is also possible to **modify** or, as the case may be, **optimise** the ideas.

○ Results in real time



○ Topics for the quantitative questioning - examples:

- Concept-evaluation; Purchase Intention; Uniqueness; Perception of advantages in comparison to competitors; Believability; Relevance; Comprehensability
- Attitudes/ lifestyle
- Brand usage/ usage of categories resp. products
- Demographics

○ Benefits

- Comprehensive analysis of the findings is obtained: **simultaneous** association of quantitative facts with correlated significant features which have been determined on a qualitative basis
 - The "**quant facts**" guarantee the reliability of the findings, giving them a sound basis; the "**qual insights**" explain how the quant figures are connected and what they mean in depth, making it possible to interpret the data precisely.
- **Large samples** supply reliable data, thus providing a more **secure basis** for decision making.
- The evaluations of various **different ideas** can be **compared** with each other **immediately**.
- **Staff specialising in this method** are available for the task of evaluating and analysing the data.
- The **findings are presented without delay** so that decisions can be made quickly.
- Rapid Response can be used **internationally**.

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