Agile Qualitative Creative Testing

IlleX NA
June 2014
The need to innovate
Innovation is not a dirty word

‘Today, maybe I’ll bring one of the planes in to land on the **roof**…’

‘I’m bored of replacing the organs… Let’s put a **carrot** in there’

*c/o Scott Adams*
So what’s the solution?

4 Focus Groups
5 Hours
$60000
The step-by-step process

STEP 1: tailor audience, order, upload stimulus
STEP 2: sample engine delivers consumers to live platform
STEP 3: brilliant research and live moderation
STEP 4: engaging graphic report ready within hours
STEP 5: delighted team receive great insight!
What success might look like

Qualitative Research is 17% of a $40B Global Industry
What success might look like

Slimline Tonic – Truly International
Why it’s going to work

RESEARCH doesn’t want us

But BUSINESS does!

Help SAVE qualitative research