C+R RESEARCH

A GUIDE TO AGILE MARKET RESEARCH

EMERGE SMARTER
eBOOK INSIGHTS

QUICK RESULTS FROM START TO FINISH

In today's marketplace, growing your business and staying competitive means having the ability to quickly respond to shifting demands and market trends. But how do you keep up when "quick" has been kicked up a notch?! We understand that now, more than ever, our clients are under increasing pressure from Management to get the insights needed to make decisions even faster. In the past, fast results often meant sacrificing quality; but that's not the case anymore (actually, it can't be the case anymore—both fast and quality are givens in today's business environment). To meet the growing demand for quick, quality insights, we developed a complete suite of Agile Market Research methods.

We consider Agile Market Research to be the best of both worlds—getting quality, useful insights in the quickest amount of time. It doesn't matter if you need a quick gut check, more emotional feedback to help in messaging, or data that is more representative and reliable—we have a solution to fit your needs.

For those times that you need deeper insights into consumers' attitudes and emotions, Agile Qualitative will be your go-to; this gives you the ability to dig deep among a small cohort of people.

If your research requires quantitative scale and a reliable, projectable sample, then one of our Agile Quantitative approaches is the way to go.

No matter which agile research approach we use, we apply the same care and rigor that C+R is known for, to ensure that we interview the right audience and ask valid, unbiased questions to obtain reliable answers on which you can make better business decisions.

C+R offers a mix of both **Qualitative** and **Quantitative** research methods to meet your agile research needs—see which approach is right for you!

QUALITATIVE AGILE SOLUTIONS

Agile Solution	InstaQual	FlashQual	FlashChats	ShopperEyes Qual
What Is It?	**Fast Transcript of Responses for Your Burning Questions**	**A Pulse Check that Allows Quick, Quality Feedback**	**Instant Interviews with Your Target Audience**	**In-the-Moment Shopper Insights**
Sample Size	• 20-30	• 25-30	• 10-15	• 10-25 (depending on method)
Timing (start to finish)	• 1-2 days	• 3-10 days	• 3-10 days	• 5-10 days
Our Approach	• We will program and post your questions to a discussion board that will only be "lightly" moderated. You will then get your results just 1-2 hours after the posting of your questions. You also have the option to receive only the transcripts of the responses or the transcripts with a written summary from one of our analysts.	• This is an online qualitative discussion, instantly recruited, that allows for quick and quality feedback on a variety of business issues including: deep concept optimization (communications, products, designs), iterative development, consumer profiles, and more. • We do this by linking qualified participants directly to a discussion from our screener. You can also set quotas to be able to recruit for specific segments. • You're still gathering in-depth consumer reactions toward concepts only in a shorter time frame, and you can still probe and observe group dynamics.	• These are webcam one-on-one interviews that we can promptly recruit. They're your best bet for top-of-mind concept optimization, consumer immersion/empathy-building, and more.	• We can use a variety of Shopper Insights techniques to help you get an intimate look as to how individuals shop: – **Real-Time Webcam Interviews**—allow instantly recruited, one-on-one interviews that work best for top-of-mind concept optimization, consumer immersion/empathy-building, and more. – **Mobile Shopping Missions**—collect live, in-the-moment shopping insights through images and video. – **Remote Shop-Alongs**—give you the opportunity to see consumers shopping or using products in their home either live or through streaming.

Agile Solution	Innovation Sprint
What Is It?	**Rapid Ideation That Can Be Quickly Tested in an Online Session**
Sample Size	• 20-30
Timing (start to finish)	• 3-5 days
Our Approach	• We use a three-phase approach that allows for idea co-creation with consumers and testing of concepts in a timely fashion. – **Discovery** occurs first and is where we explore the consumer mindset and behaviors with rich, actively moderated discussion and imagery exercises for emotive elicitation and initial concept building through co-creation. – Following a quick break for concept creation, **Hive** takes place for live discussions with consumers as they review ideas and concepts, provide feedback, and build to make them more impactful. – Another short break for prioritization and optimization and then **Qual Refresh** occurs. This is where we understand whether optimizations have improved overall appeal through both fresh and familiar eyes and finalize concepts to send on to fast quantitative testing (Rapid Response).

QUANTITATIVE AGILE SOLUTIONS

Agile Solution	InstaQuant	FlashQuant	Rapid Response	Receipt-Triggered Surveys
What Is It?	Same-Day, Low-Fuss Survey Results	Quick Survey Results with Reports to Guide Insights	Quick and Reliable Concept and Advertising Testing	Using Real-Time Receipt Data to Target for Surveys
Sample Size	• 100-200	• 100-200	• 300	• 300
Timing (start to finish)	• 24 hours	• 24-48 hours	• 3-5 days	• 10-14 days
Our Approach	• This is a real-time survey that allows you to get survey completions in just one hour. • It's a simple questionnaire that takes respondents less than five minutes to complete. • You'll receive the data on the responses, no reporting.	• Use this method when you need survey results fast, but still would benefit from receiving a topline report that provides insights for your business questions. • These surveys are completed in 24-48 hours and include a simple questionnaire and programming logic.	• This is a fast, cost-effective, and rigorous approach for concept or advertising testing that provides valid and reliable results. The purpose of this research is to determine which of your concepts/advertising have the most potential. • We do this by using a systematic program for evaluating consumer interest and ideas quickly. • It is a templated survey designed to blend the best of standardization with a touch of customization.	• By accessing real-time receipt data, we are able to target specific consumers for surveys based on their historical purchase behavior. This allows us the ability to quickly identify buyers and leads to higher-resolution insights about your brands, consumers, and shoppers.

Agile Research is here to stay. It has become an essential tool in our Insights Toolbox to help time-accelerated projects stay on track. As companies continue to seek competitive advantage by speed-to-market, we anticipate keeping pace and continuing to optimize our agile research solutions. We will be happy to discuss any of these approaches with you in detail to determine which best meets your needs.

For more information on C+R Research's Agile Research Solutions, please contact Erin Barber at erinb@crresearch, or call 312.828.9200.