

EMERGE SMARTER

eBOOK INSIGHTS



Agile Research: The Best of Both Worlds—Speed + Quality



INTRODUCTION

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 with the advent of the COVID-19 pandemic? We understand that now, more than ever, our clients are continuously pivoting to understand where their customers are now. And couple that with the increasing pressure from stakeholders to get insights even faster to make decisions. In the past, fast results often meant sacrificing quality; but in today's business environment, that's not the case anymore—both fast and quality are synonymous. To meet the growing demand for quick, quality insights, here at C+R Research, we have focused on developing a complete suite of Agile Market Research methods.



We consider Agile Market Research to be the best of both worlds—getting actionable insights in the quickest amount of time without sacrificing quality. Whether you need a quick gut check, more emotional feedback to help in messaging, or data that is more representative and reliable—we have perfected our agile solutions and have one that will fit your research needs. We realize that there are plenty of agile research solutions available elsewhere, but very few can be completely customized, including targeting specific populations, to ensure that your specific business issues are addressed.

For those times when deeper insights into consumers' attitudes and emotions are needed, Agile Qualitative will be the go-to; this provides the ability to dig deep among a small cohort of people. For research that requires a quantitative scale and a reliable, projectable sample, then one of our Agile Quantitative approaches would be best. Whichever agile research approach is used, we apply the same care and rigor that C+R is known for to ensure that we're interviewing the right audience and asking valid, unbiased questions to obtain reliable answers which will help you make the best business decisions. With a mix of Qualitative and Quantitative research methods available to meet your agile research needs, we will carefully customize the best approach to address your specific business issues.



QUALITATIVE AGILE SOLUTIONS

Our qualitative suite of agile solutions enable clients the opportunity to uncover deep consumer attitudes and emotions to help guide a variety of business issues.



FlashQual is a pulse check using an online qualitative discussion (with about 25 to 30 participants), instantly recruited, that allows for quick, quality feedback on a variety of business issues including:

- deep concept optimization (communications, products, designs)
- iterative development
- consumer profiles

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. Even though this is agile, we are still gathering in-depth consumer reactions toward concepts, only in a shorter time frame, and we can still probe and observe group dynamics. We can complete FlashQual projects in as little as three days.

CASE STUDY

We recently completed a FlashQual project for a top beverage company—they were interested in an innovative and quick-turn way to facilitate conversation with one of their quick service restaurant (QSR) clients. C+R set out to uncover



who this key diner was, ultimately delivering—in under a week—a video reel for the beverage company to share at a workshop. The video reel allowed our client to help their QSR partner to immerse into the lives of their target consumers. [Read more about our approach here.](#)

FlashChats are quickly recruited webcam, one-on-one interviews that are the best bet for top-of-mind concept optimization, consumer immersion/empathy-building, and more. And like FlashQual, FlashChats can be completed in as little as three days.

FlashShop uses a variety of shopper insights techniques to understand how people shop; great for understanding the shopper journey and optimization (aisle, web). We are finding that since the COVID-19 pandemic, our clients are especially interested in finding out how people are now shopping including the increase in online grocery shopping. These techniques include:

- Real-Time Webcam Interviews which allow instantly recruited, one-on-one interviews
- Mobile Shopping Missions to 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 via streaming

Depending on what approach is selected, we recommend 10 to 15 participants, which can be completed in as little as 5 days.

CASE STUDY

Idea Sprint is a single session that efficiently combines insight generation, ideation, and co-creation into a live online discussion board. The boards are facilitated by a C+R moderator and gives the client team the ability to provide input in real-time.

We used a hybrid approach of FlashShop (to understand consumers' experiences purchasing meat at retail) and Idea Sprint, where we led respondents through ideation activities to help them imagine and articulate ways that their go-to meat department could innovate and improve. [Read our case study to find out more.](#)

QUANTITATIVE AGILE SOLUTIONS

Our quantitative agile solutions are used when you need more robust sample sizes that are reliable and projectable. Here are a few agile quantitative methods that we offer to our clients:

FlashQuant is ideal when you need survey results within 24 to 48 hours. Our typical sample sizes are between 100 and 200 completes, using a simple questionnaire and programming logic. Our deliverable is a topline report that provides speedy answers to your much-needed business questions.

Rapid Response is a fast, cost-effective, and rigorous approach for concept or advertising testing that



provides valid and reliable results—guiding you to the ones that 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. Our typical sample size for this approach is 300 completed surveys and can be turned around in 3 to 5 days.

For our client, a major financial services company, C+R developed a truly customized and agile ad testing system that was also predictive of in-market performance. [Learn how we implemented and evolved this program of research](#), which we named Rapid Response.

Omnibus Surveys capture precise quantitative results among a high-incidence population when you need answers right away. We typically field our surveys over the weekend with 1,000 respondents, and data is available on Monday.

Even though each of our omnibus studies is tailored to a client's specific needs, we can conduct many representative interviews in a very short period of time. In fact, during the COVID-19 pandemic, we have a few clients who have implemented various omnibus projects, in which we are tracking attitudes and behaviors over time.



CASE STUDY

A great example of this is our partnership with the Ad Council who reached out to us to conduct a weekly omnibus study to determine what Americans need, feel, and fear about the global outbreak of the novel Coronavirus. [Read our case study here.](#)



CopyIQ combines the best both of worlds: deep insights through qualitative probing with the breadth of quantitative sampling. Our experienced moderators and analytic dashboards allow for in-the-moment results. We've done hundreds of CopyIQ sessions over the years, and clients and their agency partners alike love the approach, especially the ability for everyone to watch and discuss results in real time. By the end of the sessions, clients have a clear roadmap for next steps for their business.

One of our clients, a marketing cooperative, works with several food manufacturer brands to launch new products throughout the year, with packaging a critical component to research. Because our client likes opportunities to optimize the packaging prior to launch based on consumers' feedback, our CopyIQ approach emerged as an ideal solution. [Click here to read the entire case study.](#)

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.



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