C+R Research offers agile and adaptable research solutions tailored to meet your unique needs.

The era of **compromising quality, speed, and cost** is over.

At C+R Research, we recognize that our clients are under increasing pressure to deliver **faster and more cost-effective insights** to their stakeholders.

When facing this type of scenario, clients often find themselves in a difficult position where they need to make trade-offs between the quality of the research, the timeline, and the cost.

All too often the quality of the research is compromised to ensure faster and cheaper results.

But insights professionals know that **implications are only as strong as the research on which they are based**, and marketers know that there is considerable business risk associated with making hasty decisions based on research findings that are neither representative, valid, nor reliable.

C+R's response to this type of situation is different. We don't force you to make trade-offs between quality, speed, and cost because we believe **every engagement** that is worth doing **is worth doing well.**

All of the projects we handle at C+R—regardless of scope or scale—are designed around **great research**, benefiting from our **deep category and brand perspective**, and receiving **committed client service** every step of the way.

That's why we developed our suite of **rapid and cost-effective agile research methods**. This empowers our analysts and clients to conduct quantitative and qualitative research as quickly as overnight without compromising quality research.

Our flexible, fully customizable suite of tools and methodologies lead to **quick, conclusive analyses and insights** to satisfy your research needs.

C+R
RESEARCH | Emerge smarter.

crresearch.com

OUR SUITE OF AGILE QUALITATIVE AND QUANTITATIVE SOLUTIONS

Qualitative

FlashQual
An instantly recruited online qualitative discussion that allows for quick, quality feedback on a variety of business issues including: deep concept optimization (communications, products, designs), iterative development, and consumer profiles.

FlashChats
These are one-on-one webcam interviews that we can promptly recruit. They're your best bet for top-of-mind concept optimization, consumer immersion/empathy-building, and more.

FlashShop
We use a variety of shopper insights techniques to understand how people shop (through mobile shopping missions, remote shop-alongs, etc.)

Great for understanding the shopper journey and optimization (aisle, web).

Idea Sprint
A single session efficiently combines insight generation, ideation, and co-creation into a live online discussion board.

These boards are facilitated by a C+R moderator, and gives the client team the ability to provide input in real-time.

Quantitative

FlashQuant
Ideal when you need survey results fast, but still would benefit from receiving a topline report that provides insights for your business questions.

Rapid Response
A quantitative platform for testing creative concepts as quickly as overnight. This fast and cost-effective—yet methodologically rigorous approach—ensures valid and reliable results which are often predictive of in-market performance.

Omnibus Surveys
Capture precise quantitative results among a high-incidence population when you need answers right away.

Omnibus surveys offer image testing and an option for open-ended coding for up to 1,000 consumers.

CopyIQ
Combines the best of both worlds: deep insights through qualitative probing with the breadth of quantitative sampling. Experienced moderators and analytic dashboards allow for in-the-moment results.

FULLY ADAPTABLE SOLUTIONS

There are plenty of agile research solutions available elsewhere, but very few can be completely customized, including targeting special populations, to ensure that your specific business questions are addressed. Black box solutions don't exist here, and all of our agile research projects receive senior-level attention to ensure that findings are not only delivered quickly and cost-effectively, but that they are also maximizing value and providing actionable insights to help facilitate decision-making.

SAFE AND SECURE
All of C+R Research's data collection systems and processes are SOC-2 certified.

AICPA SOC 2
AICPA Service Organization Control Reports
Formerly SAS 70 Reports

Why compromise? For more information about our Agile Research Solutions, contact *davem@crresearch.com* or call (312) 828-9200.

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