

QUALITATIVE RESEARCH

The YouGov Qualitative offering is all about deep and real-time consumer engagement through our panel. While we regularly use classic research methods such as focus groups, depth interviews and ideation workshops, where we really add value is in online qualitative interaction. By engaging online with consumers we use technology to bring people together in their own environment to get fresh and authentic insight.

BRANDS AND COMMUNICATIONS

We test products, advertising campaigns and brand health across sectors through a range of different qualitative methods:

- Category forums
- New product development
- CampaignIndex advertising testing
- Point of sale and store evaluation
- Dial testing TV and advertising content
- Creative idea generation
- Narrative testing

Contact us if you would like to find out more about any of the above.

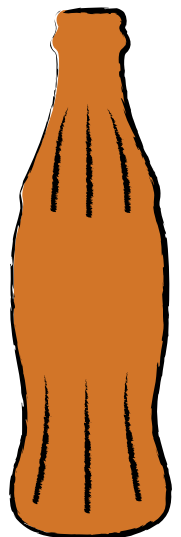
CASE STUDY: SHARE A COKE

Coca-Cola's Share a Coke campaign, for which the company replaced its label with 150 of Britain's most popular first names, was the marketing champion of summer 2013.

For our study of the Share a Coke campaign and how it influenced consumers, we used "connected data", drawing together those who saw the TV adverts with those exposed to the campaign on Twitter and Facebook. By monitoring precise media consumption patterns we know who was watching the exact channels and shows where the TV adverts aired, and because some of our panellists have given us access to their Twitter and Facebook feeds we know who was exposed to #shareacoke on social media.

In addition to measuring the quantitative effectiveness of the campaign, we also conducted online focus groups to gain a deeper understanding of how Share a Coke connected with consumers. We convened two groups, one that had been exposed to the TV adverts, and another of those who had been exposed via social media.

Through our online focus groups we found that the main reason Share a Coke worked so well is because it reached out to consumers as individuals, but at the same time didn't exclude anyone. Some participants expressed disappointment at not finding their names on Coke bottles, but they could still get excited about the campaign by finding the names of their friends and family.



BEHAVIOURS AND OPINIONS

We explore the opinions and behaviours of diverse range of respondents, from politicians to low income households, covering everything from in-home studies of people's lifestyles to the hot political issues of the day:

- Sensitive and personal subjects
- Expert stakeholder and opinion former interviews
- Segmentation profiles
- Ethnographic films
- Niche audiences

Contact us if you would like to find out more about any of the above.

CASE STUDY: "SQUEEZED MIDDLE"

In 2013, the economy grew by 1.9%, its fastest pace since 2007, and the IMF projects growth of 2.4% in 2014 – making Britain Europe's fastest-growing major economy.

But do these robust figures tell the whole story? In January 2014, we convened an online focus group of people drawn from the so-called squeezed middle to try and get a fuller picture of post-recession Britain.

Many of the participants in the focus group told us how they hadn't had a pay rise in years, and based on what they see at work they questioned whether the employment figures are driven by low-paid, part-time jobs.

While people may be unconvinced of the employment figures, our research shows they do believe that house prices are on the rise. However, even the homeowners in the focus group didn't see rising house prices as a good thing as it only benefits those who are planning to move to a different area or downsize. Many also told us they fear their children would have no chance of ever owning a home.

Looking to the year ahead, most said that barring a big rise in energy prices they do not expect things to get much worse, but they also don't anticipate things getting better.

“Too many part time contracts around at the minute which manipulate the figures to show positive growth in the job market.”

Claire, 42, Northern England, 2 children

“How can the increase be positive when there are so many already unable to buy their first home, or in some areas even rent now because the housing shortage is pushing up rents to unaffordable levels.”

Sandra, 57 South East England, 1 child

“I don't feel particularly optimistic, but I don't expect things to get much worse for us unless energy bills rise again.”

Rachel, 46, South East England, 4 children

