

A megaphone with a rainbow-colored horn is positioned in the center of the frame, pointing towards the right. The background is a clear, light blue sky. The text is overlaid on the image.

Using Qualitative Research in Advertising Development

A perspective

WHY?

The case against research #1:

The effectiveness of an ad, especially in an unfinished form, can't really be predicted by research...so marketers should just trust their expert judgement

The uncomfortable truth:

Marketers' own predictions of an ad's effectiveness are no better than the toss of a coin*.

The case against research #2:

Research kills creativity!



Yes, it can – if
you do it
wrong...

A man in a dark suit is seen from behind, standing at a podium and addressing a large, blurred audience in a dimly lit hall. He is holding a microphone in his left hand and gesturing with his right hand. The audience is seated in rows, and the overall atmosphere is professional and focused.

Doing it right: the case *for* qual research..

A close-up photograph of a hand wearing a white nitrile glove holding a clear petri dish. The dish contains a pinkish-red agar medium with a white streak. The background is a blurred laboratory setting with various equipment and containers.

We are not TESTING anything!
(leave that to the quant researchers)

We are NURTURING an idea...

Use the research to
explore the potential
of an idea...



Either to:

1. Optimise an idea
or
2. Point the way to new, better ideas



WHAT?

NB: this section is based on the thinking outlined in 'How Brands Grow', by Bryon Sharp, by Ch. 9

A close-up, black and white photograph of an elephant's head, showing its eye, ear, and trunk. The elephant is looking slightly to the left. The background is dark.

How does advertising work?

Ads > Memory > Brand Choice

More precisely:

Advertising creates or reinforces memories so that in buying situations your brand comes to mind more readily than your competitors'



Effective advertising creates memories by:

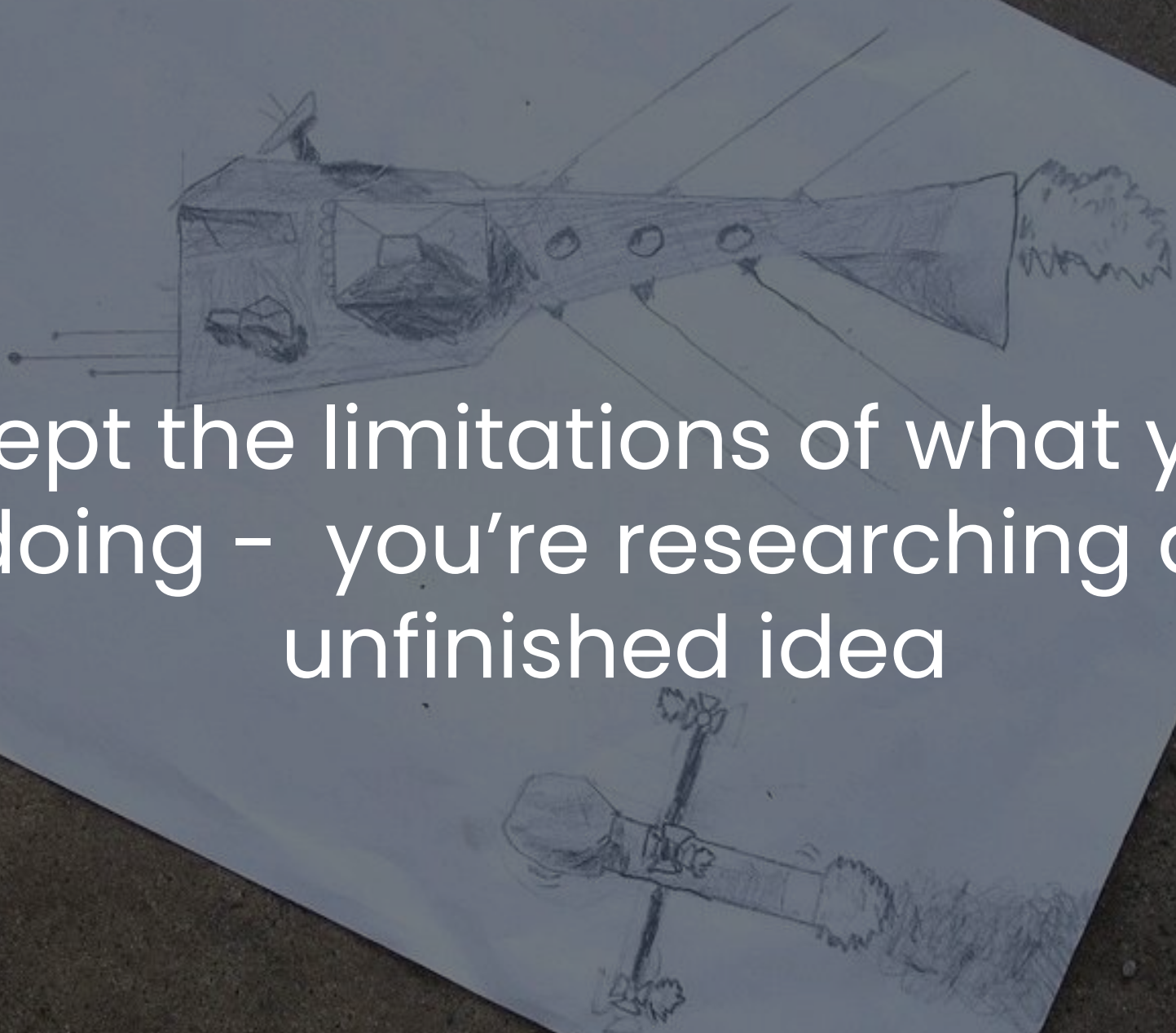
1. Getting noticed
2. Engaging its audience
3. Communicating:

(the brand, what it does, what it looks like, where, when by whom it's used, genuine 'new news' if you have any)

HOW

It is *not* our
role to tell
the creative
agency
what to do –
we're not
creatives

Instead, think of the creative team as the 'true' client - if they can't use our research, it's a waste

The background of the slide features two pencil sketches on a piece of paper. The top sketch shows a rectangular box with a satellite dish on top, connected to a long, tapered tube with several circular openings. The bottom sketch shows a horizontal cylindrical component with a vertical rod passing through it, and a textured, circular end. The text is overlaid on the top sketch.

Accept the limitations of what you're
doing - you're researching an
unfinished idea

Use qual to understand:

1. Comprehension
2. Reactions (emotional and rational)
3. Likeability
4. 'Fit' with brand

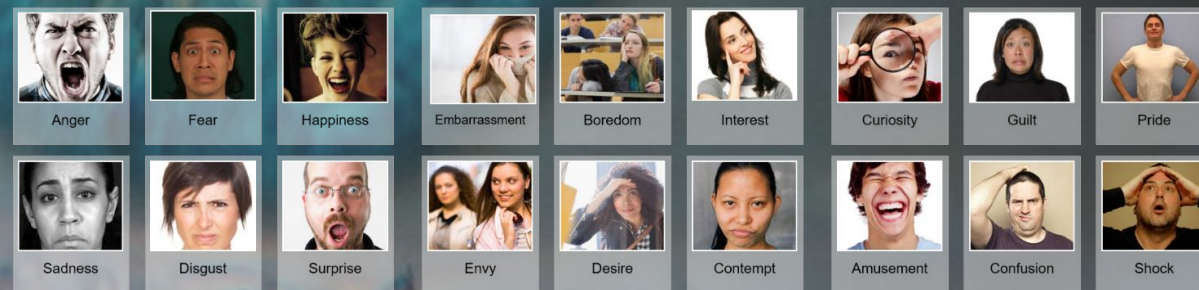


DON'T use if for:

1. Engagement
2. Brand Linkage
3. Memory Creation

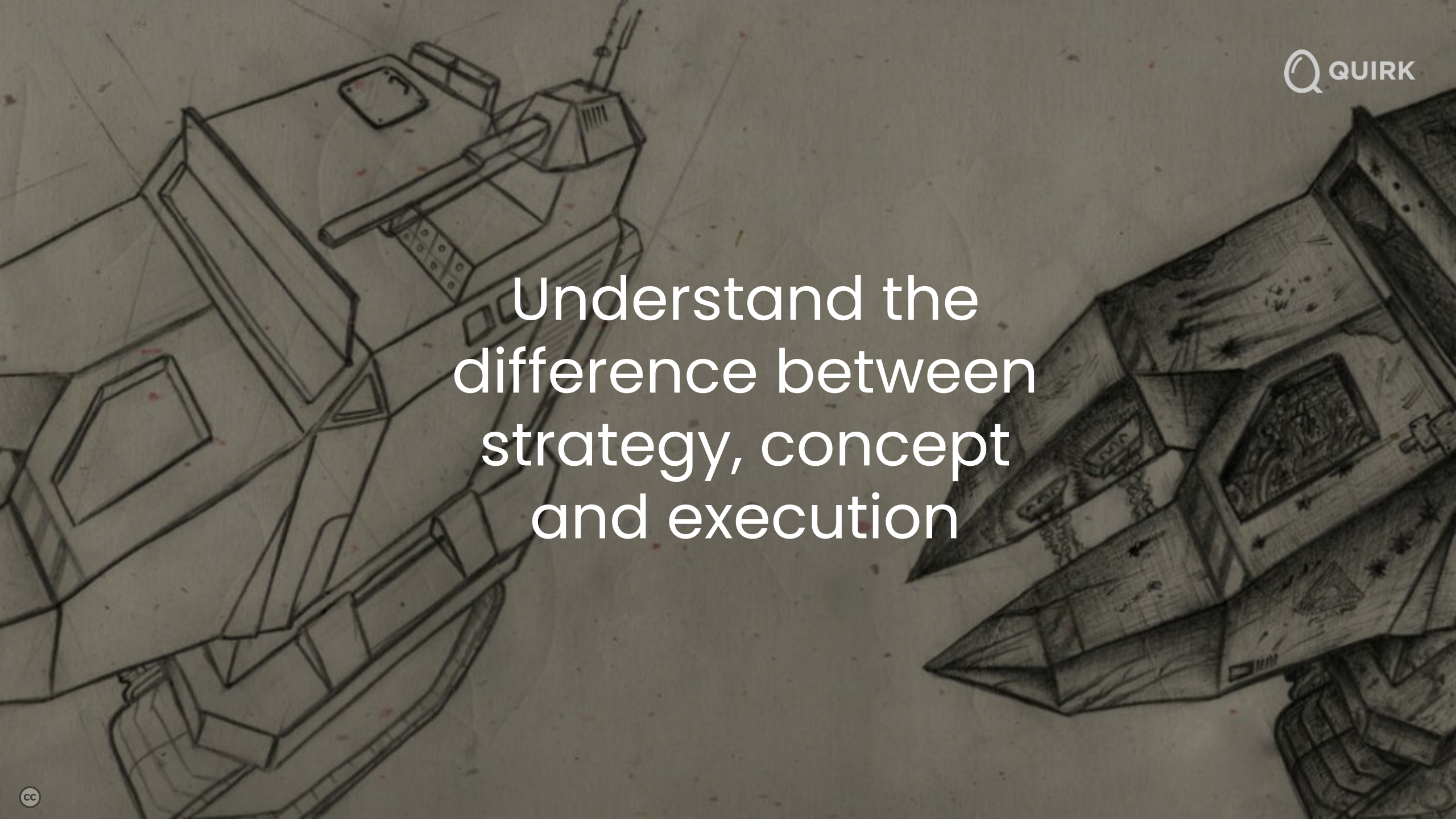
...leave these to 'pre-testing' or biometrics

Capturing emotional reactions in qual



Q. Now you've seen the ad, how does it make you feel. Circle as many feelings as apply (if any).


Ask for a copy of the creative brief – how else can you judge the idea's potential?

The background of the slide is a dark, textured surface with several pencil sketches of mechanical or architectural components. On the left, there are sketches of rectangular blocks with various openings and protrusions. On the right, there are more complex sketches, including what looks like a gear mechanism and a component with a circular opening. The sketches are drawn with fine lines and some shading, giving them a technical, hand-drawn appearance.

Understand the
difference between
strategy, concept
and execution


Reactions not
opinions



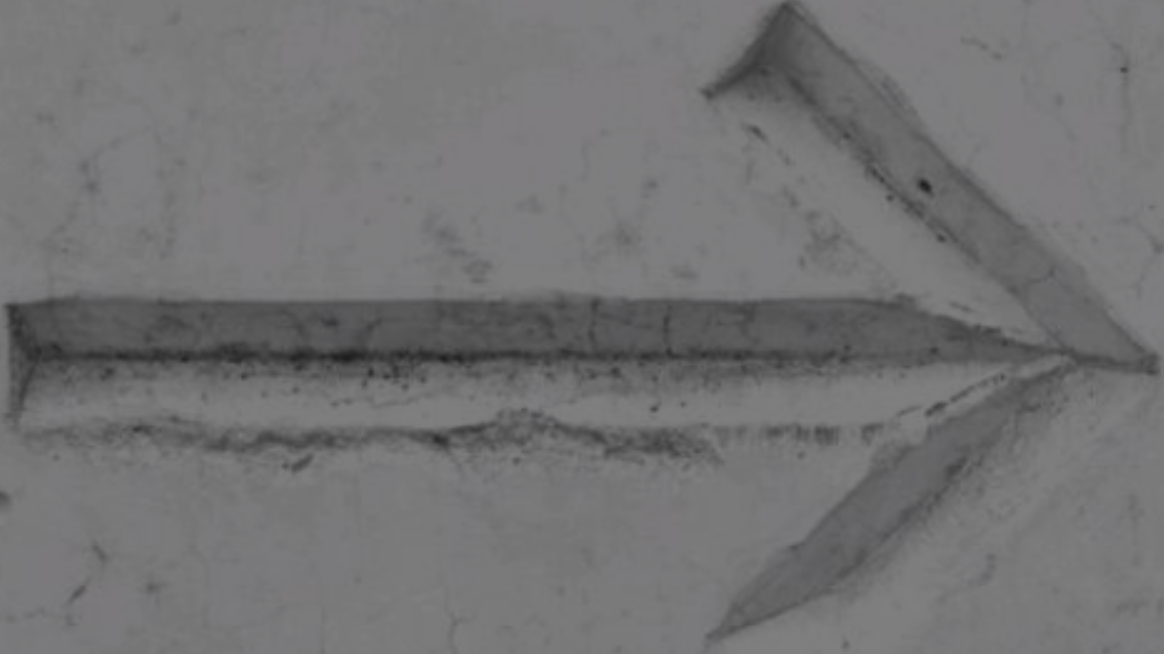
A grayscale background image showing a close-up of a hand holding a pen, with the pen tip pointing towards the top left. The lighting is dramatic, highlighting the contours of the hand and the pen against a dark background.

Individual responses
before any group
discussion

Participant suggestions
are not welcome!
Don't let them 'play
creative'

A photograph of a wooden suggestion box with a white sign that reads 'SUGGESTION BOX' in large, bold, black letters. A brass padlock is attached to the top of the box, indicating it is locked. The box is mounted on a wall, and the background is slightly blurred.

**SUGGESTION
BOX**



Make
recommendations
(but not creative
suggestions)

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