

# QUALITATIVE RESEARCH

*Focus Groups, Individual Interviews and Observational Methods*

At Luminosity we design and manage all aspects of qualitative research for businesses like yours, including Focus Groups, Individual Interviews and Observational Methods. We excel at uncovering the full scope of prospect, customer, and channel perceptions and take pride in our ability to use advanced techniques deliver unique insights and actionable implications.

- At Luminosity, we will research and engage the correct facility for your project. Some facilities are better at recruiting certain demographics than others, so we will match your project to the appropriate facility that fulfills your needs.
- We work with a wide variety of moderators and pay careful attention to industry, target and task expertise during moderator selection.

- We design a tight discussion guide with mapping techniques and creative activity sequences that are well-suited to your objectives and reach beyond the basics to uncover deeper insights.
- Luminosity manages operations so your team can focus on observing and learning.
- Luminosity research reports are thoughtful, sophisticated and well written. You will understand what, why, and most importantly, what you can do about it.

Our research team includes top industry experts of brand planners, market researchers, moderators and analysts who will deliver concise observations leading to clear, sharp insights that can be easily understood and implemented.

## Cosmetics Brand

**SITUATION:** The brand had an aging consumer base and wanted to reach out to a younger market. They were looking for a way to leverage the younger generation's interest in technology to attract new customers. Our team conducted individual interviews with women to find messaging and tools that were attractive for this demographic.

**RESULTS:** We uncovered that the brand's younger target demographic was interested in using technology when buying cosmetics in two ways: to minimize the wide variety of choices (which can be fun but overwhelming) and to help remember and organize their knowledge. The brand's agency designed a unique cosmetics tool that would capture and retain younger customers. The research identified the most important attributes and the target's expectations for online linking capabilities. The research also identified how the tool could be promoted most effectively in POP displays, packaging and messaging.

## National Bank

**SITUATION:** Our team conducted creative tests to understand and develop the bank's installment loan direct mail creative packages. The "test and learn" approach typically used in direct marketing can make it difficult for companies that rely on direct mail to innovate. The focus groups uncovered responses to creative packages more effectively and at a lower cost than in-market testing. We captured reactions to creative concepts and generated new out-of-the box ideas through fun and engaging activities where focus group participants acted as designers.

**RESULTS:** The bank was able to decrease the risk associated with launching new creative pieces and generate significant improvements in response rates. The new ideas we generated allowed for quantum improvements in response rates versus the small gradual improvements typically seen from in-market tests.

## Military Service

**SITUATION:** The U.S. Army was seeking a new brand campaign. Our team worked for their agency to uncover the messaging that would attract recruits. We did phone interviews with students, paired interviews (kids with their parents), individual interviews with recruiters, as well as focus groups with specific prospect segments. Topics researched included life goals and aspirations, perceptions of the military, recruiting barriers, the meaning of the term "strength," and creative concept testing.

**RESULTS:** The agency's new "Army Strong" campaign taps into a more emotional space than the previous messaging and is successfully impacting recruiting efforts. The commercials break through to a skeptical young audience by incorporating the prospects' own language captured in the research. The campaign is also embraced by internal Army audiences who feel that the new campaign is a more accurate reflection the Army.