

# Vibrand's Qualitative Digital Offering



July 2018

# Vibrand offers 3 unique digital products

Distinct research offerings that can be tailored to meet your unique needs

## FAST TRACK



Fast turnaround research giving quick answers at an affordable cost

## ON TREND



Keep a finger on the pulse with the latest trends straight from the consumer

## DEEP INSIGHT



Reaching out to the consumer in their comfort zone to gain rich, in-depth insight

# We offer a range of reporting options to meet your needs, budget and time constraints

## TOPLINE REPORT

- **10 slides** in PowerPoint
- **3 days** analysis & reporting

- Highlights **key topline findings**
- Based on a **quick, overview qualitative analysis**
- **Affordable & time effective** when a **quick answer** is needed
- Ideal for **straight forward or simple objectives**

**BEST PRODUCT FIT:**

- Fast Track

## SUMMARY REPORT

- Approx **20 - 25 slides** in PowerPoint
- **1 week** analysis & reporting

- Highlights **key themes, findings & a summary of recommendations**
- **Detailed topline findings**
- If relevant includes respondent photos
- Ideal if there are **tight time constraints**

**BEST PRODUCT FIT:**

- Fast Track
- On Trend
- Deep Insight

## FULL QUALITATIVE REPORT

- **40-60 slides** in PowerPoint
- **2 weeks** analysis & reporting

- An **in-depth, detailed report**
- Includes verbatims, respondent photos & videos (as relevant)
- **Full conclusions & recommendations**
- Ideal for gaining **in-depth insight**
- Suited to **complex research issues**

**BEST PRODUCT FIT:**

- Deep Insight

## EXECUTIVE SUMMARY

- Approx **15 PowerPoint slides**
- **1 week** analysis & reporting

- A **strategic report** focusing on **key conclusions and recommendations**
- Ideal when a **management summary** is needed
- Ideal when the **focus is strategic**, but less detail is needed

**BEST PRODUCT FIT:**

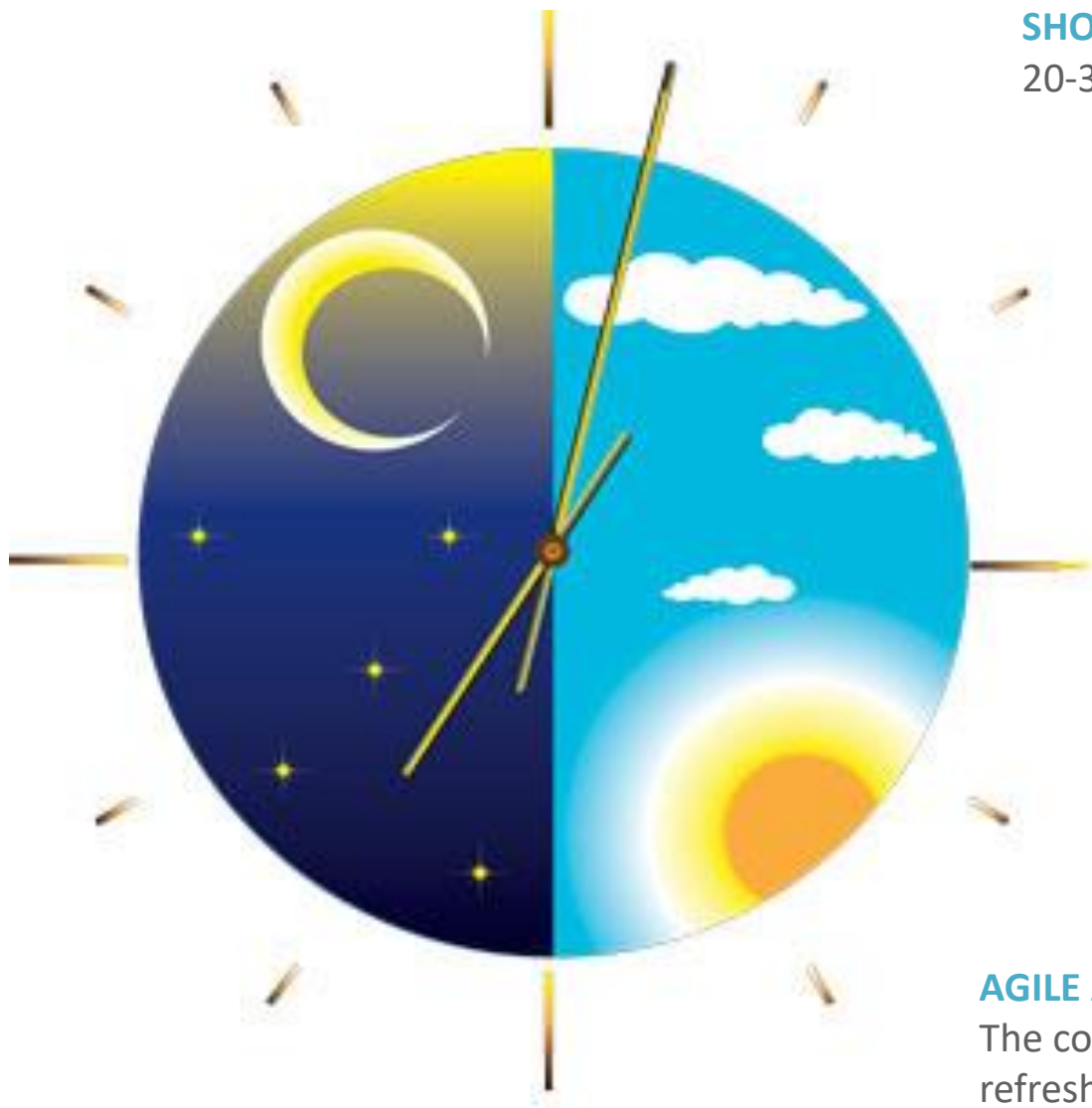
- Deep Insight
- On Trend



Introducing...

# ***VIBRAND FAST TRACK***





## SHORT RECRUITMENT PERIOD

20-30 respondents; quick recruit via multiple platforms

## INDIVIDUAL WHATSAPP CHATS

Using voice, text, video, photos

Group loaded, but spoken to individually via broadcast list

Avoids group taint, effectively 20-30 WhatsApp IDs

## FIELDWORK DONE IN A DAY

24 hours to complete the discussion

## FINDINGS DELIVERED 3-4 DAYS LATER

A short top line summary outlining key direction

As relevant, supported by respondent photos, video, audio

## FAST TURNAROUND

Entire process is completed in 2 weeks from recruitment to reporting

## AGILE AND ITERATIVE

The community is retained, and can be grown, segmented, refreshed and tapped into again and again

# Fast Track can be used for...

- As a stand alone, to augment other research methods or as an ongoing, co-development platform with consumers,
- **Fast Track provides quick, agile, iterative and inexpensive qualitative research.**

## TREND CHECK

- To keep abreast of new trends
- To check how consumers have responded, e.g. To an incident, a social media post, celebrity behaviour, etc



## PACK TESTING

- Preference check between designs
- To eliminate design options
- Quick check on acceptability of a refined design idea



## AD TESTING

- Preference check between ad ideas
- To eliminate executions within a route prior to ad testing
- Check on acceptability of a refined advertising idea

## A SINGLE RESEARCH QUESTION

- When a yes/no type answer is required
- For quick answers to a simple research question, e.g. Name preferences, label change, etc



## OTHER

- Any other time a client needs to quickly get in touch with their target consumer





# How does Fast Track work...



Pre-recruited respondents are added to WhatsApp



Larger numbers of respondents can be used as the discussion is short & to the point



Questions are kept relatively simple, e.g. Which advert did you prefer and why? What did you like, etc



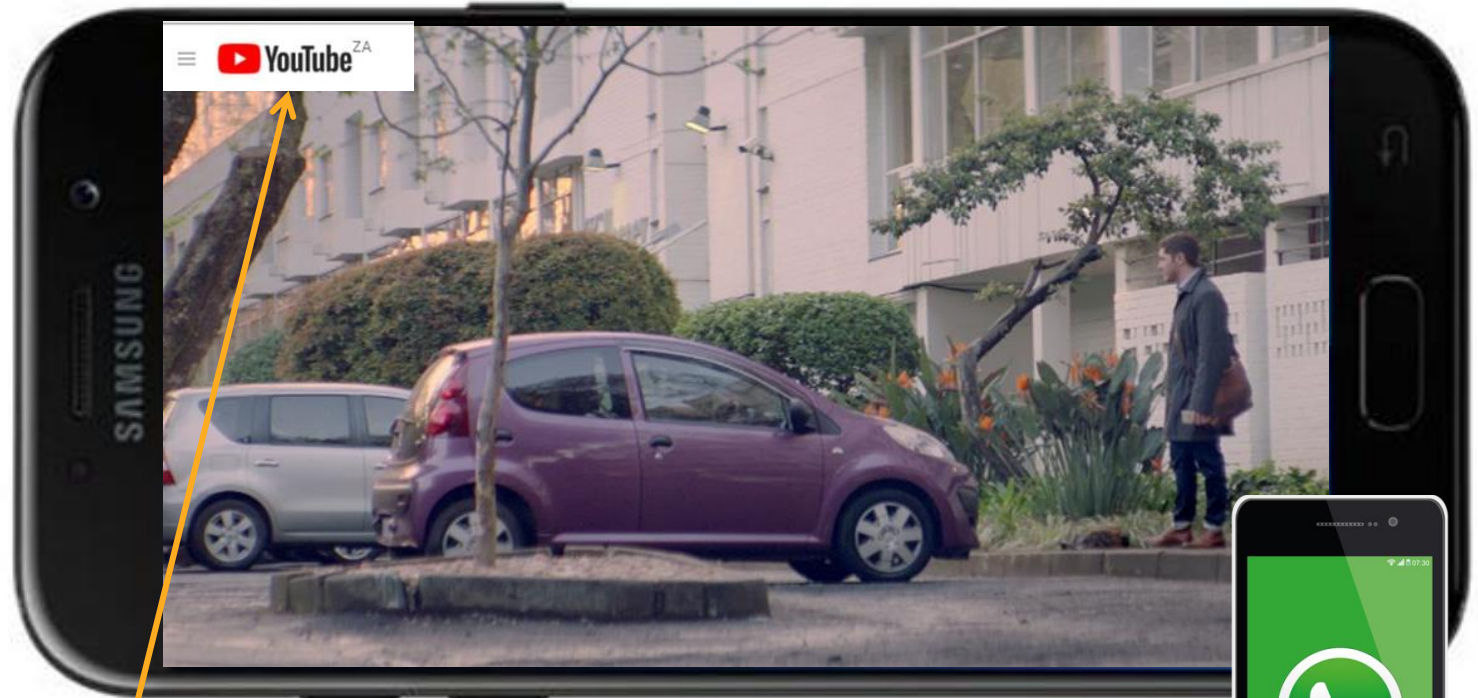
Respondents can use video blogs, audio recordings & texting to answer questions



The moderator can probe further on the key trends emerging, e.g. Pack design preference



Research & client team members can be added to 'view'



Respondents can view stimulus via a confidential YouTube link or stimulus is compressed & uploaded via WhatsApp



They then give feedback direct to the moderator via WhatsApp

# Our recruitment is geared to finding the right people fast

- We use 1 or a mix of the following depending on the target required to quickly find the people you want to speak to



## FACE TO FACE



## FACEBOOK



## EMAIL



## VIBRAND PANEL

- A modified qualitative recruitment approach where respondents are recruited face to face
- The recruiter ensures the quality & suitability of the respondents


- Respondents can be recruited via FaceBook groups (e.g. Client's or our own) or using a FaceBook advert
- They are then screened to ensure their suitability for the study
- This approach to recruiting is quick & efficient cutting down on overall recruitment time

- Respondents can be recruited from a client's email list
- As relevant they are screened for their suitability for the study
- This approach is relevant for targets that may be harder to recruit

- We can recruit via our panel – contacting respondents via text & emailing a recruitment questionnaire to check if they match the right criteria



# Uber Advertising Case Study – a few examples



Note for the sake of brevity we have only incorporated 1 or 2 examples to illustrate the level of feedback received – the actual case study yielded more findings not included here

# A Fast Track advertising test via WhatsApp



## RESPONDENT FEEDBACK



## HOW DID WE CONDUCT THIS STUDY?

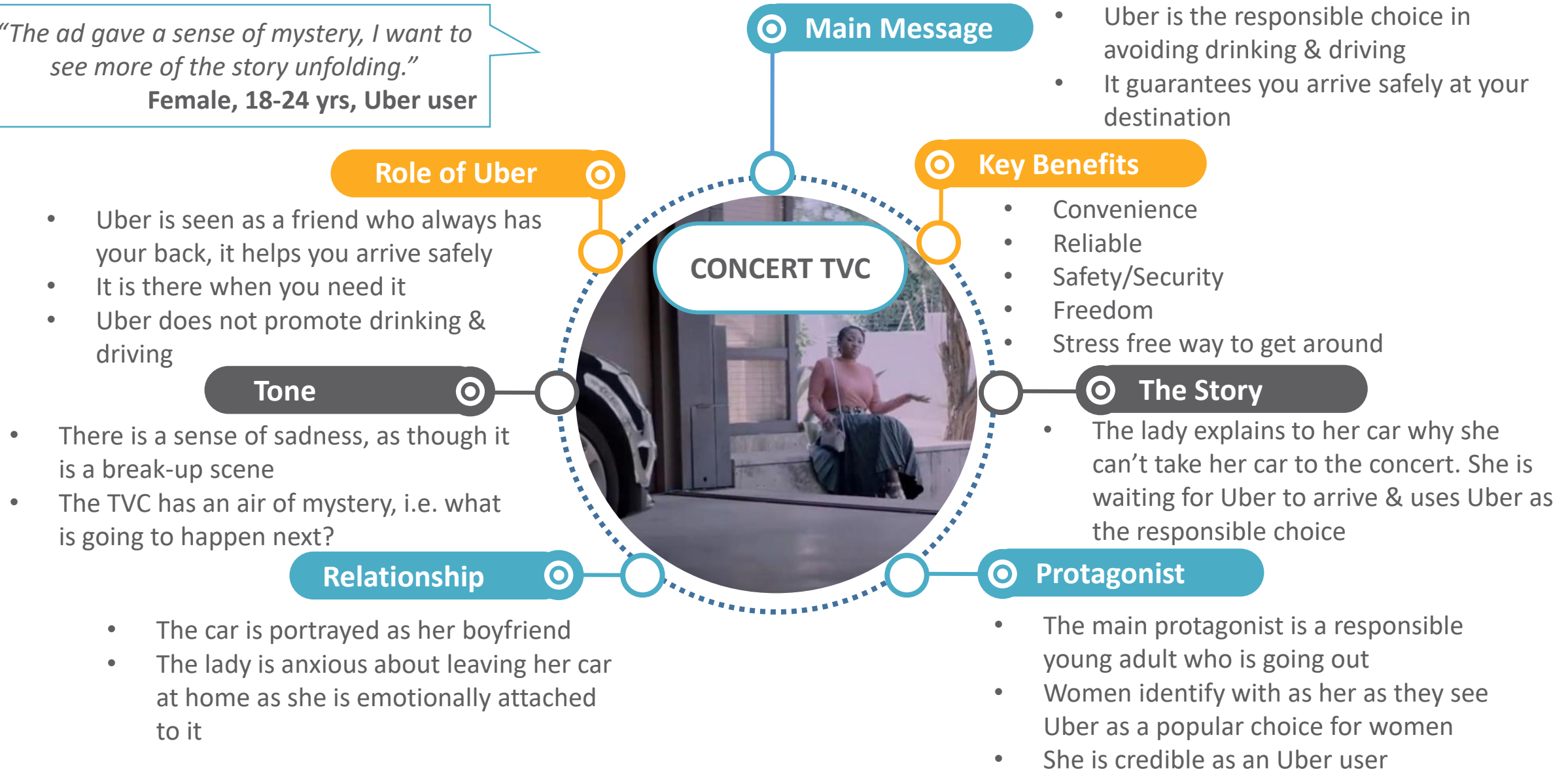
- ✓ 30 Respondents
- ✓ Uber users & people who consider Uber
- ✓ Recruited via FaceBook
- ✓ Targeted via Uber related interests, e.g. Concerts, alcohol, sports, etc
- ✓ 1 day of WhatsApp
- ✓ 3 existing Uber TVCs
- ✓ TVCs shown in rotated order
- ✓ Qualitative questions



# Respondents provide a good level of feedback on each TVC

*"The ad gave a sense of mystery, I want to see more of the story unfolding."*

**Female, 18-24 yrs, Uber user**



# We are able to identify the best performing adverts



## CONCERT

Overall Performance	
Relevance	
Benefit communication	
Relationship with car	
Role of Uber	

## GAME

Overall Performance	
Relevance	
Benefit communication	
Relationship with car	
Role of Uber	

## PRESENTATION

Overall Performance	
Relevance	
Benefit communication	
Relationship with car	
Role of Uber	

Note as each of these are successful live adverts differences are not as overt as is typically experienced at ad testing level



# ***VIBRAND ON TREND***





## SPECIALLY RECRUITED TREND SPOTTERS

20-30 specially recruited early adopters/trend spotters

## ON THE GROUND ETHNOGRAPHY

Panellists include Soweto & other township residents who are on the ground to pick up local trends

## FLEXIBLE APPROACH

Using voice, text, video & photos

Loaded either as WhatsApp groups – so panellists can chat to each other providing richer data OR spoken to individually via WhatsApp Broadcast list to avoid group taint (as relevant for objectives)

## QUICK FIELDWORK

For quick trends checks with targeted questions fieldwork can be done in a day

For more in-depth trend checking a week could be required

## TREND REPORT

Feedback takes the form of a trend report using audio, video and photos as support

# On Trend can be used for...

- On Trend can be used as a stand alone or as an ongoing, co-development platform with trend spotter consumers
- **On Trend provides quick, agile, iterative and inexpensive qualitative research.**

## CATEGORY/BRAND TRENDS

- To identify key category usage trends, which sub-categories are trending, which brands, what packs or advertising are in the conversation
- Shifts in brand image & appeal

## AN IMPACT CHECK

- To check response to/impact of an incident, a social media post, celebrity behaviour, etc
- An early warning system to determine the impact of an incident



## LIFESTYLE TRENDS

- Exploring lifestyle among a specific target market to identify key trends, changes in behaviour, e.g. What is in vs. out when socialising, etc

## A SPECIFIC EVENT

- Trend spotter panellists can be asked to attend a specific event, e.g. Brand sponsored concert to provide on the ground feedback of how it is being received, the vibe, etc

## OTHER

- Any other time a client needs to quickly get a feel for what the trends are or how behaviour is changing

## #TRENDING

- ✓ Quick and effective for getting in touch with word on the ground
- ✓ Find out what is in and what is out straight from the consumer
- ✓ Pick up trends early so you can stay ahead of them & maximise on new trends
- ✓ It provides an early warning system to identify trend changes before they impact on brands



# How does On Trend work...



Our on-going panel is available via WhatsApp



For specific brand or category issues we can recruit a specific panel of early adopters



Panellists are asked to address trends in specific areas, e.g. Socialising, fashion, technology (as relevant)



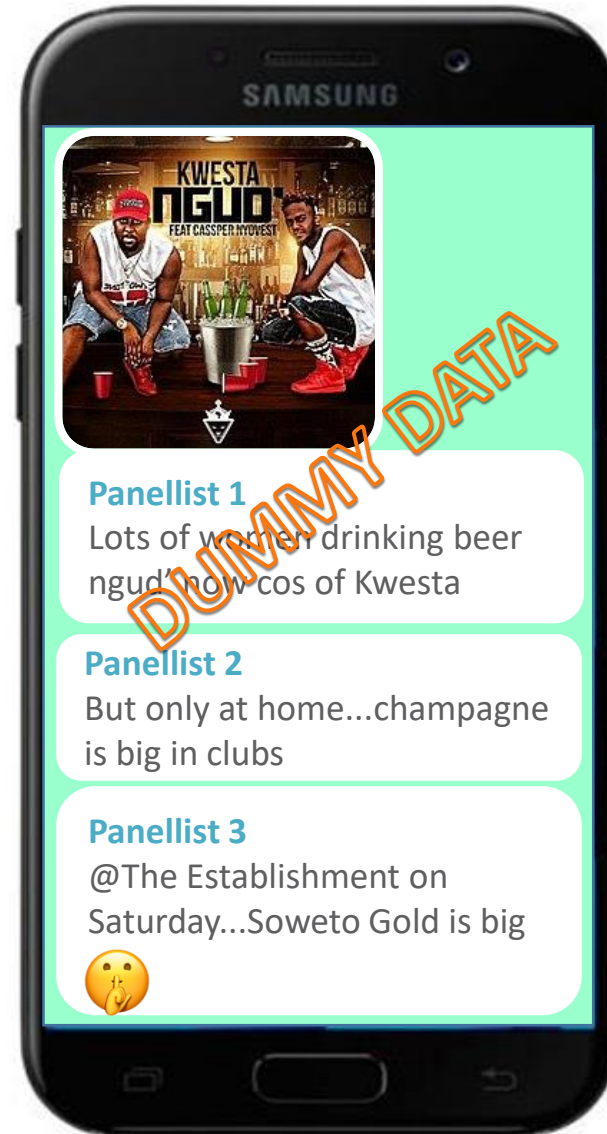
AND/OR panellists can be asked to answer direct questions



AND/OR panellists can be asked to check in with people at an event, e.g. Send videos of friends, interview concert attendees, etc




Use video blogs, videos, audio, photos, text with a moderator to probe further



## RECRUITING TREND SPOTTERS

Finding the right trend spotters is key. A similar recruitment approach is used to Fast Track. However, whichever approach we use, e.g. Existing panel or fresh recruits we always screen for early adopters/trend spotters

# Vibrant Case Study – a few examples

A stylized illustration of a theme park at night. The scene is split into two halves by a jagged vertical line. The left half shows a daytime scene with a roller coaster track and a car on the track, set against a light blue sky with yellow clouds. The right half shows a nighttime scene with a city skyline, a crescent moon, and a roller coaster track. The foreground is dark grey.

Note for the sake of brevity we have only incorporated 1 or 2 examples to illustrate the level of feedback received – the actual case study yielded more findings not included here

# Example of trends based on the Vibrant WhatsApp case study

## RESPONDENT PHOTO



Res 12

10:03

12. Trends in alcoholic drinks... Currently there's Budweiser, the world cup beer. Everyone has been drinking this since the start of the soccer world cup in Russia.

Res 14

10:00

He said it came popular since the beginning of the world cup and since he doesn't like the taste of beer that much he found Budweiser light on favour

10:03

•**Implication:** Use adventurous flavours beyond the standard fruit flavours to draw women into beer through flavoured beer

## ALCOHOL TRENDS

### Budweiser

- World Cup sponsorship has increased the appeal of Budweiser and during the World Cup it was *the* beer to be seen drinking
- High status soccer sponsorship & international credentials play in the brand's favour

### Flavoured Beer

- Flavoured beers are trending, Flying Fish leads but has laid the path for others.
- Flavoured cider is very popular, e.g. Mokai cider (e.g. With caffeine and Elderflower); Kopparberg cider (with flavours like Strawberry & Lime)
- Consumers (esp. women) appear to be moving into more adventurous flavours in beer & cider

•**Implication:** Budweiser breaks some of the expectations of a premium beer, i.e. It's not a green bottle brand. In addition, it reinforces the trend that premium brands are international (e.g. Heineken, Corona). Budweiser's popularity (if it continues) may pose a threat to local premium brands.



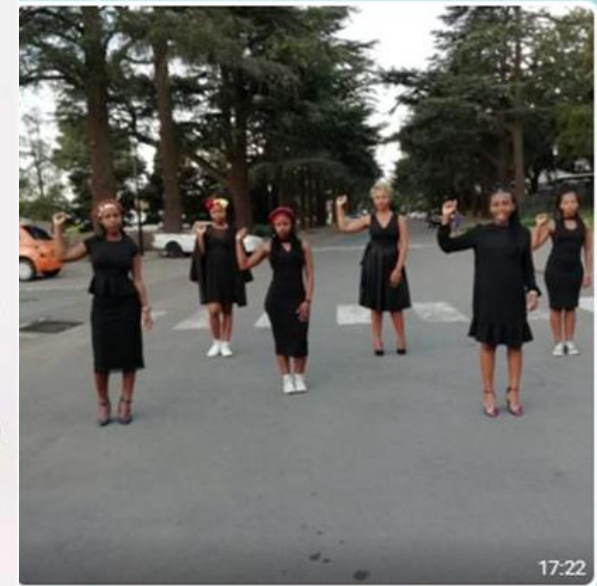
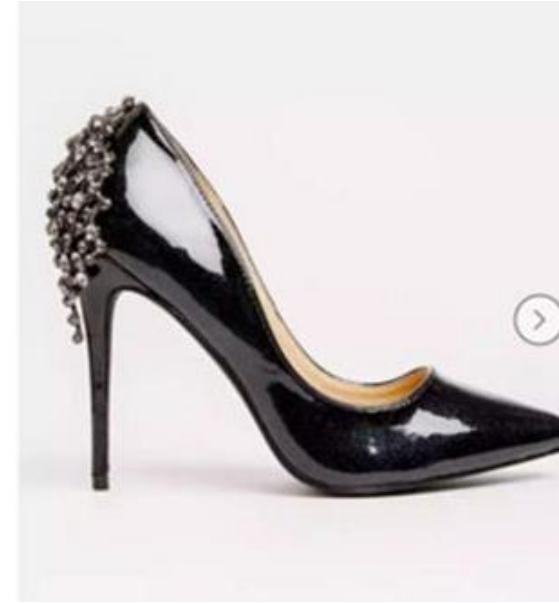


# The following fashion trends emerged in the case study



## FASHION TRENDS **Uniquely African fashion**

- International fashion labels remain popular, e.g. Nike, Converse Sneakers, Guess, Polo, Reebok, etc (see pic on left)
- However, brands and styles that are uniquely South African or African are trending among women
- Miss Black footwear is mentioned (described online as 'the fastest growing young ladies' fashion footwear...brand in South Africa')
- Uniquely African prints & fashions are gaining popularity, e.g. MaXhosa by Laduma, Zuva, Solanga Fashion Creations
- This suggests that women are looking for fashions that express their own unique African sense of style
- Respondent pictures on the right reflect this trend



• **Implication:** the broader brand implication is that consumers are likely to embrace brands that show a unique African aspect in their design and advertising, e.g. packs that marry Western and African design



# ***VIBRAND DEEP INSIGHT***





## **FLEXIBLE RECRUITMENT**

20-30 respondents; either recruited by standard qualitative recruitment or via multiple platforms dependent on the specific need

## **FLEXIBLE APPROACH**

Using voice, text, video & photos

Loaded either as WhatsApp groups and run as groups or spoken to individually via WhatsApp broadcast lists to avoid group taint (as relevant for objectives)

## **IN-DEPTH FIELDWORK**

The focus is on gaining rich insight so the fieldwork approach is adapted to this, e.g. Can include a portion of ethnography, can be conducted in a 2 hour group or respondents can be asked to participate over 2-3 days. A slightly longer participation period enables respondents to gather ethnographic style photos, videos, etc

## **AFFORDABLE**

The WhatsApp fieldwork method means there are savings as no need for venue hire, catering, travel, etc

## **INSIGHT BASED QUALITATIVE REPORT**

A rich, insight based qualitative report illustrated with respondent photos & videos. This necessitates a standard 2 week reporting period

# Deep Insight can be used for...

- Deep Insight can be used as a stand alone or as an ongoing, co-development platform with panellist consumers
- **Deep Insight focuses on agile, iterative and insightful qualitative research.**

## ETHNOGRAPHY

- Here the consumer is the partner in ethnography sending in photos, commentary, videos, e.g. On their home life, their social life, their brand habits, etc

## AN ALTERNATIVE TO ONLINE QUAL

- When wishing to gain access to hard to access consumers or mid LSM consumers who have limited online access but have WhatsApp access



## CONSUMER PSYCHOGRAPHICS

- An effective means for getting consumers to talk about themselves, e.g. Hopes and dreams, fears, goals, etc
- Useful for generating a psychographic segmentation

## EXPLORATORY RESEARCH







- Ideal for objectives that focus on getting to know the consumer better, their habits, attitudes, brand usage, needs, etc

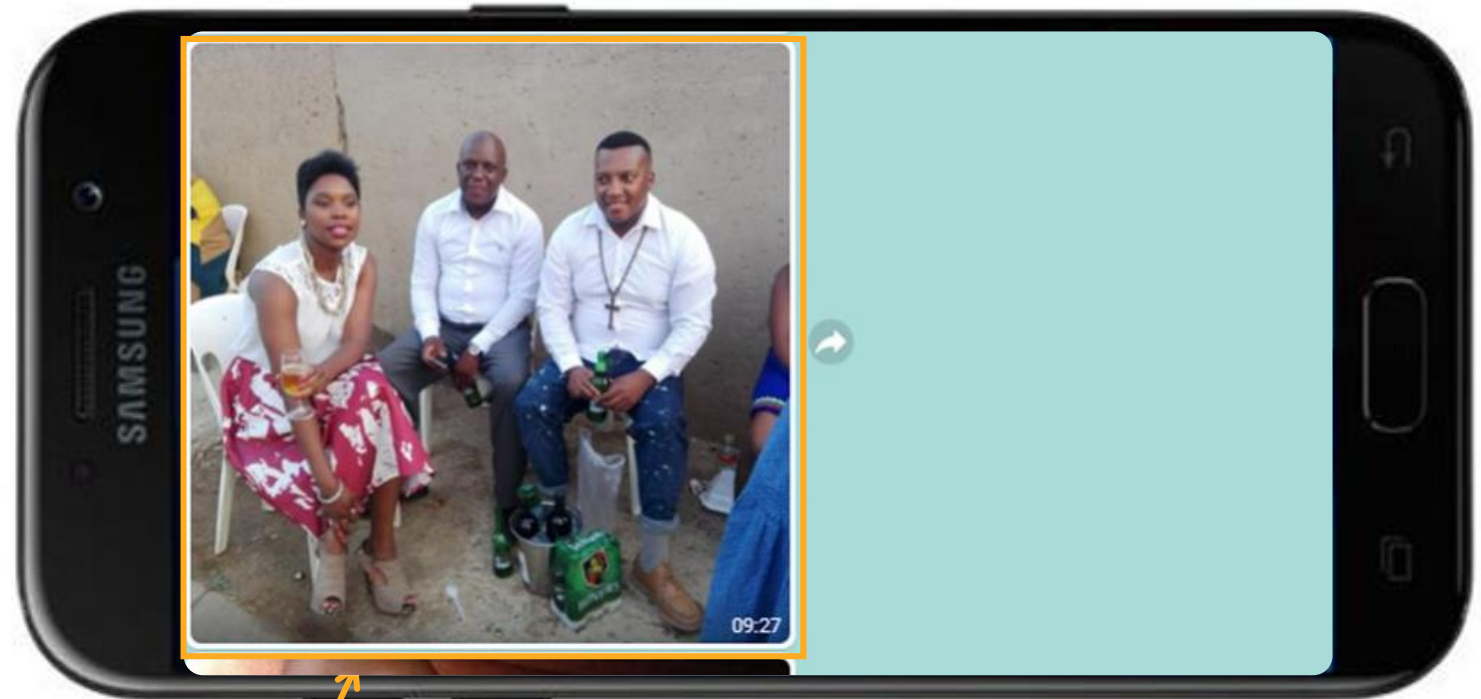
## OTHER

- For a variety of other research objectives that would typically be conducted using focus group discussions



# How does Deep Insight work...

-  Pre-recruited respondents are added to a WhatsApp group
-  The groups are kept small to remain user-friendly, e.g. 7-8 respondents
-  Respondents develop a rapport with the moderator & other respondents
-  Respondents can use video blogs, audio recordings, texting & photos to answer questions
-  Respondents are encouraged to record actual brand behaviour to enrich the discussion
-  Research & client team members can be added to the groups to 'view'




Respondents can post live, in-the-moment photos, e.g. Important relationships, brand usage , etc

My girlfriend knows me we share everything why am I saying that its because we soulmates am planning to marry her buy late this year

The moderator can probe further for additional explanations, etc



# Vibrant Case Study – a few examples

A stylized illustration of a theme park at night. The scene is divided into two parts by a jagged vertical line. The left part shows a daytime scene with a roller coaster track and a car on the track, set against a light blue sky with yellow clouds. The right part shows a nighttime scene with a city skyline, a crescent moon, and a roller coaster track. The foreground is dark grey.

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# The case study revealed key psychographic information...

## GO-GETTERS

These Uber users are go-getters who make things happen:

- Improve prospects by studying
- Have own business (e.g. Carpentry) or want own business
- Want to move into management

## TIME POOR

Needing to work hard causes stress

- Feel overworked
- No time to have fun
- Not enough time to do it all
- Lack time to spend with children/family, etc

## KEY FRUSTRATIONS

They are frustrated when others lack their drive & work ethic

- People who complain, but don't do anything
- People who lack motivation
- Corruption & dishonesty
- People who stand by & criticise



# Uber plays a key role in both weekday & weekend travel



## DURING THE WEEK

- These time poor consumers describe their lives as hectic, e.g. 'a massive rush all the time', 'non stop and exhausting'
- They find themselves trying to juggle commitments to work, family, chores, helping kids with school work, etc
- They also try to spend some time doing things to get ahead, e.g. Studying, doing research into starting a new business, etc
- Uber plays a role in their weekday by offering a convenient way to get to work, client meetings, appointments, after work functions, etc

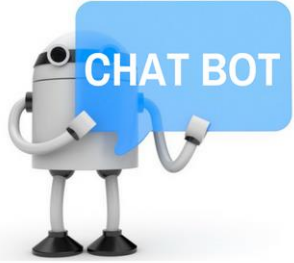
## DURING THE WEEKEND

- Weekends are the time to catch up with family and friends, e.g. Playing with children, having picnics with the family
- They are also time for quality me-time, e.g. Sleeping in late, reading a book
- Socialising over the weekends is key, e.g. Going to movies, going out to lunch, watching sport with friends
- Uber offers the freedom and convenience to do many of these activities, e.g. Going to the mall
- It also plays a key role at night in getting around safely & being able to drink responsibly



# The potential going forward...

- The following highlights a few ideas that we are exploring with our technical team as possible future innovations



Writing chat bots for WhatsApp research



Writing data streaming into the API of WhatsApp



Developing our own custom made app



# THANK YOU

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