

Introducing Vibrand Research



April 2018



VIBRANT

"Full of energy and life"



VIBRAND

"Insights that bring energy and life to your brand"

Experienced, innovative & adaptable to your needs & budget



Who?

- We're a Full Service Strategic Research Agency
- Founded 13 years ago by (still) Director Stuart Jones



What?

- We offer integrated Qual, Quant & a range of specialist, online and tech driven products



Why?

- We offer budget-competitive, director-level involvement on all projects: A hub of independent insight specialists trained in the Vibrand way



How?

- We place strong emphasis on modernity, innovation & insight generation
- We are committed to useful and actionable outcomes



Where?

- We have strong South African & Africa experience
- We have experience on every continent, across various categories



Accreditation

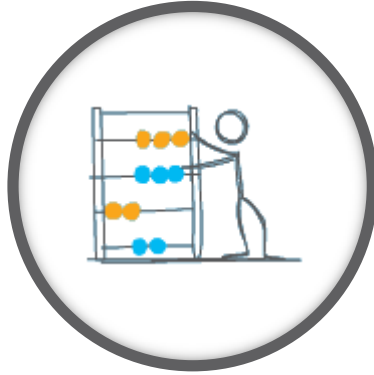
- SAMRA and ESOMAR accredited, and a certified Level 4 B-BBEE contributor, with a 100% procurement recognition

We offer a range of research approaches



QUALITATIVE

We offer all qualitative methodologies, the best in-house staff & out-of-house partners across all disciplines. All over SA and in 35 other African countries.



QUANTITATIVE

We offer tailored quantitative research in South Africa & 35 other African countries. Our methods and statistical analysis are modular and bespoke.



VIBRAND REACH

Networks of field teams and high tech combine to offer fast & affordable quantitative surveys across 9 provinces & 46 developing markets



VIBRAND PULSE

Social media research; meaningful, brand oriented reporting, on a monthly basis – by brand, by country, anywhere in the world!



SOCIAL RESEARCH

Our sister company that offers social research, and digital dialogue and advocacy around issues of social concern.



THE TESTING PANEL

Our sister company that offers sensory, pack, product and concept testing

We are committed to developing ongoing, mutually beneficial relationships with all our clients



01

PROFESSIONAL

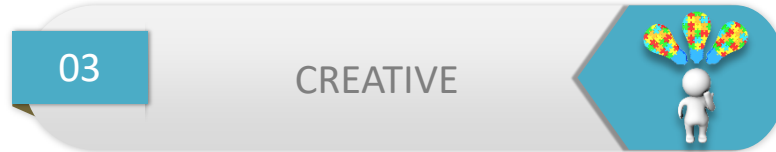
- We are a team of highly skilled, highly experienced professionals
- We offer high calibre research across all major methodologies



02

SOLUTIONS

- We provide business meaning & actionable solutions that are anchored in consumer truth and your real world



03

CREATIVE

- We bring a creative & modern approach to every brief, handpicking and crafting our approach & methods to best meet your needs



04

STRATEGY

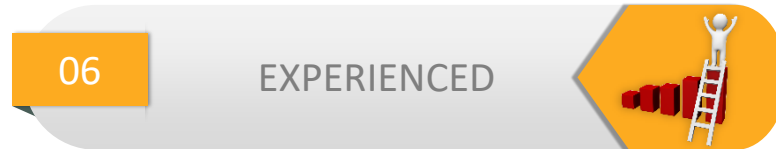
- We turn insight into strategy.
- We have high level capabilities in creative ideation and workshoping; our goal is always to bring you the best collaborative solutions



05

SERVICE

- We are driven to provide the best Client service in the industry. Each team member is committed to meeting your needs with expertise, attention & care



06

EXPERIENCED

- We are all senior researchers, i.e. have more than 5 years experience, and several with over 20 years experience in the industry



07

FLEXIBLE

- We bring enthusiasm, flexibility and a 'can do' attitude to your business challenge

VIBRAND QUAL & QUANT



Across all qual & quant projects we deliver the following gold standards...



Our approach

- We interrogate & brainstorm each brief to design a bespoke approach
- We offer seamless integration of qual & quant, i.e. no silos



Our hallmark client & service advice

- Attentive & personable, we are quick to respond
- We prefer a consultative approach, working with you as a team for optimal results



Our dedicated team

- A senior-heavy model that ensures expert advice, management and delivery of results



Quality & insights guarantee

- We offer Director-level involvement on all projects



Value add

- We workshop findings with your team, rather than presenting results

Why choose Vibrand qualitative?



Techniques

- Focus Groups, Friendship Pairs/Pods, In-depth Interviews, Usage Diaries, WhatsApp Diaries, Homework, Immersions, Accompanied Shops, In-store Vox Pops, Tachistoscope
- Executed with rigour, a touch of tech & some creative new ideas



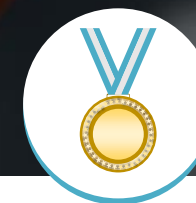
Location

- **All 9 provinces of South Africa**
- We regularly work in partnership with high quality suppliers to cover **Africa & UAE**



Value Add

- We offer **meaningful use of modern technology**
- Key **value adds** as relevant to the **project requirements** includes:
 - Complementary on-camera respondent interviews
 - Complimentary Reach dipstick (100 sample)



Gold Standards

- **Presence:** A Vibrand exec at all local & African fieldwork
- **Customised:** Field, moderator, venue, even catering
- **Excellence:** Stimulating presentations delivering usable insights tailored to your needs, meticulously crafted
- **Versatile:** Timing to meet your needs, e.g. Quick turnaround on topline results at no extra cost
- **Experience:** Decades of experience in workshopping & ideation

Why choose Vibrand quantitative?



Techniques

- **Expertise across a myriad quantitative research techniques:** From U & A to Segmentation Studies, Customer Satisfaction Studies, Brand Equity Studies, Pack Tests, Home Usage Tests (HUTs), Multivariate Statistical Analyses (e.g. Multiple regression, factor and cluster analyses), data mining, desk research and Vibrand Reach (mobile platform)



Location

- **Decades of quant experience across the Quant team,** both locally in RSA, and also in Africa, UK, Europe, SE Asia, USA & many other countries



Gold Standards

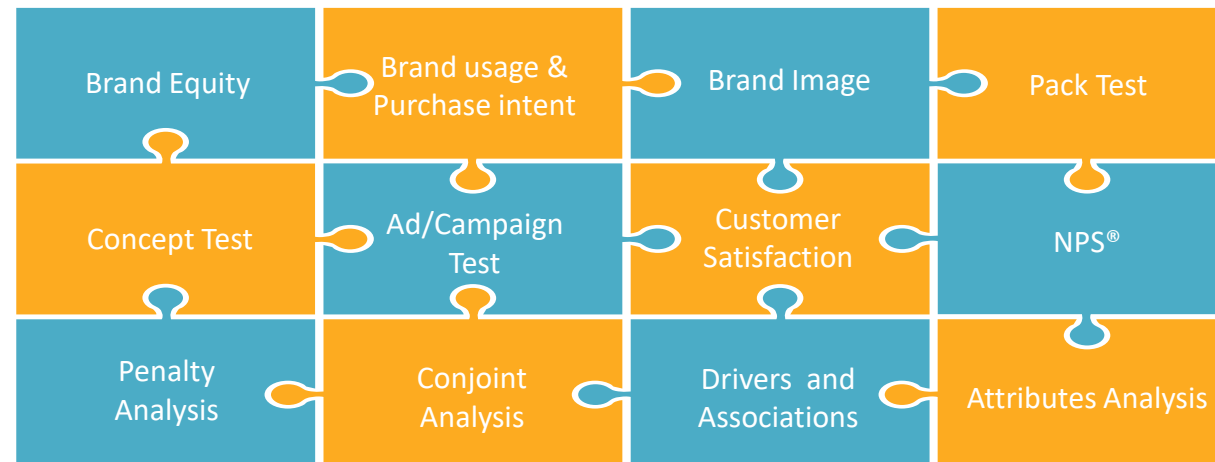
- **A tailored approach:** We offer full-service Quant, but won't shoe-horn you into rigid methodologies
- **Dedicated team:** that can handle **layers of complexity** across **multiple categories**
- **Superb field services:** with hands on quality control
- **Excellence:** A variety of **statistical approaches** undertaken by **specialist statisticians**
- **Flexible:** We don't do timesheets!
- **Vibrand Reach:** A mobile phone based, face-to-face platform that is expanding around Africa – cost effective, fast, with large samples

Why choose Vibrand quantitative?



Modular Approach

- We employ a variety of methods, each with their own statistical tools.
- Modules can be used **on their own or in conjunction** with some or all other modules. We assemble our modules for each **clients specific research needs**.
- Each module has a number of advanced analysis tools to reach its aim which in some cases overlap with other modules.
- The overall study results are then used to give you **actionable strategic insights**.



OUR TEAM



Your project team



STUART JONES

Founder MD
20+ yrs. in research

Executive Client Lead
Stuart will present
results to the team



CAROLYN BUDD

**Senior Strategic
Consultant**
20+ yrs. in research

Provides overall strategic
input & direction
Qualitative design,
analysis & report writing



JANINE LUCAS

**Qualitative Research
Manager**
7+ yrs. in research

Qualitative Lead



HAYLEY VAN SCHALKWIJK

**Statistics & Quant
Research Consultant**
10+ yrs. in research

Strategic input into:
Customised consumer
and business to business
research, statistical
analysis. Responsible for
quantitative design,
analysis & report writing



MARILU SMIT

**Quant Research &
Innovations Manager**
10+ yrs. in research

Quantitative Lead



TEBOGO RAKUBU

**Senior Qualitative
Research Executive**
8+ yrs. in research

Qualitative Researcher,
Project Manager &
Moderator



STUART JONES

- Stuart started Vibrand 13 years ago, after 10 years of qual experience
- MD of Vibrand, The Citizen Research Centre & The Testing Panel
- Key focus on management, new business acquisition and new product development
- Personally conducted research in 21 African countries



JANINE LUCAS

- Janine has a Masters Degree in Psychology & initially worked as a Psychologist
- 7 years research experience including Millward Brown & Vibrand
- Excels in project management in South Africa & across Africa
- Qualitative exec input



MARILU SMIT

- Marilu previously worked at Consulta Research, Millward Brown, PSL
- Has been published in a number of publications
- Strong quantitative background and R & D
- Expertise in advertising, branding, product testing, statistical analysis, sensory research and research innovations



TEBOGO RAKUBU

- Tebogo spent 4 years at Firefly Millward Brown
- Numerous years as a freelance researcher specialising in moderation and project management
- Main areas of expertise are FMCG brands, financial services, tele-communication and media



CAROLYN BUDD

- Carolyn's extensive experience includes 4 yrs. in London with Ipsos UK (Associate Director)
- Ex Exco Director (Research International SA)
- Strategic Director for a consultancy
- Global research co-ordination across 6 continents
- Regularly moderated in UK, US, SA
- Qualitative expert
- Global experience in FMCG, retail, media, healthcare
- Extensive local and pan-African experience



HAYLEY VAN SCHALKWIJK

- Hayley has a Degree in Statistics
- Previously worked at AC Nielsen, Ask Afrika, BMi Research (Senior Statistician / Data Science Leader / Business to Business Research Manager)
- Strong quantitative background
- Expertise in: customised consumer and business to business research, statistical analysis, large scale project management across Africa and account management across various industries.

ASSOCIATIONS



- Vibrant abides by all the SAMRA research codes, both in our Qualitative and Quantitative research.
- Vibrant Research is a corporate member of SAMRA, and all employees are individual members
- We also abide by the stricter global ICC/ESOMAR International Code on Market and Social Research.

OUR CLIENTS

Business, Social & Agency



Our clients: corporate



Our clients



Our clients



THANK YOU

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