

Online Focus Groups

The Next Level in Qualitative Insights

When your qualitative research needs require a more innovative approach than traditional focus groups, **BrandIQ online focus groups** are the right choice:

- **Cost and time efficient** national representation
- Relatively **projectable learning**
- Get **more** of the **right participants** for less
- **Participate** in live moderation without disrupting the **flow of conversation**
- Increases per **participant response-time** because all respondents **answer at once**
- **Top-line reporting** in 24 hours

Focus Group Now In Session...

Moderator: Q4. On a scale of 1-9, with 9 being I absolutely loved it and 1 being I really disliked it, how much did you like this product based on the (media)? In addition to giving us your numeric rating, please describe in some detail why you gave it that score. This is really important us!

Amy: Q4. 8. I thought it was wonderful. I loved how it interacts with people and was larger than usual

Howard: Q4. 2 Seems too unprofessional and for younger crowds.

Annemarie: Q4 1. It seemed to exude a "cooler than you" vibe

Michael: Q4. 6. It was fun and light hearted

Jon: Q4. Maybe if I was in college. 2. I agree with Howard

Jeff: Q4. 7. the expressions made it comical

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BrandIQ
Experts in brand building strategy, research, and innovation