

Simply handy stories out of a complex world

pre-search

In ged we believe in the power of pre-search. Before each project we put quite some effort to think ahead and plan the project to deliver to its max.

We do desk research, we talk to our clients, do workshops with them and use our treasure quant library for compass.

re-search

In re-search, we design tailor made to our clients quests and dive deep into the consumer psyche.

We have respect for consumers, value their agenda and we do listen hard. Then, it is just a matter of telling their stories in a trully meaningfull and groudbreaking way for the brand.

post-search

Post-search is the most vital component for the productive dissemination of re-search learnings into our client's system.

That is why we do invest a lot into providing output relevant to the different client departments, as well as conduct info-actor workshops to facilitate decision making .

your qed team



Lina Mitska
The Designer

Lina has a very long and wide portfolio of qual cases cracked and answered to success. Her vast experience has armed Lina with all the tools and foresight to design fresh and efficient qual methodologies for qed.



Anna Askaridou
The Problem Solver

Analytic to the bone! After all she is a semiologist ;). Anna has the gift of reading behind the lines, see the unseen, breaking down the pieces to their truth and then come up thriving with the solution.



Malvina Corpi
The Storyteller

A good listener and a great communicator. Malvina believes that truth lies in everyday lived experiences. She loves listening to people stories & bring them to life for clients ... it is real life examples that give birth to relevant & exciting brand truths.

Determined to provide clients with results that trully make a difference in the decision making process. Katerina cuts through the brief sharply to give back the most accurate 1-2-3 answers.



Katerina Lekatsa
The Resultful



Efi Christofilaki
The Groundworker

A statistician with a quali flare. Efi is meticulously desk researching for connecting the dots & validating qual insights with quant data.

Danai has taken content analysis to another level. A skilled concepts extrapolator, Danai knows how to dig for consumer gems and fresh insights.



Danai Zompola
The Textualizer



Despoina Stamati
The Instinctive

A combination of intellectual flair and good instincts. Despoina is naturally curious; interpretations that decode consumer behavior is her thing. A cultural studies scholar, with deep human empathy, that pinpoints the root of each trigger & barrier

with a pool of methods that
fits the scope of
your project



Focus
groups and
flash groups

A group of people sitting around a table, engaged in a discussion.



Consumer
journey depth
interviews

A winding road through a forest.



Go along
consumer
experiences

A hand pushing a shopping cart through a supermarket aisle.



Couples decision
pair depth
interviews

A couple sitting on a bench outdoors.



Consumer
pulse quali
panels

A collage of five people's faces.



Conflict &
debating
groups

A hand holding a small object, possibly a coin or token.




Opinion leaders
mini groups

A chess knight piece on a board.



Consumers creative
development
workshops

Hands working on a laptop and a smartphone.



Household
welcoming
insider view visits

A doormat with the word 'WELCOME' on it.



Quali omnibus
marathons

A red double-decker bus.



Pack & Logo
semiological
analysis

A color calibration chart.



Info-gatherers
sequential
sessions

A person looking through binoculars.

and
deliverables
the way you
work with
them

*morning
coffee log
book*



Fresh project updates delivered to your mail every morning during fieldwork.

The moderator keeps and shares with you a daily diary of focus groups key notes, spicy quotes and witty ideas.

An one week following research findings online forum with consumers participated in the project's focus groups.

To ask more questions, get first hand clarifications and examples, check this extra idea.



*post-group
online
window*

*brand
tales*



Storytelling format presentations that translate research findings into alive and kicking stories for your brand.

Quali deliverables made simply exciting!

This one-page-have-it-all output that codifies all the info you need.



*the juice
page*

*first hand
consumer
material*



Getty consumer generated material ... drawings, letters, diaries, photos, stories, mood boards, message videos.

All one could wish for creative inspiration!

Research findings emotional engagement and visualization process.

Client or consumer experiential workshops that build upon key insights, brand truths, communication territories or strategic steps, and bring them to life.



*emo
workshops*