



THE
RESILIENCE
PROJECT

Empowering survivors
The quali story

This new crisis
shakes up
our facts & givens.

CHALLENGE.

Still,
brings in
two blessings





Sheds light to
what is valued
- the ground
seeds

and opens up
new
opportunities





In times of challenge,
it is all about
cherishing the valued and
finding the opportunity in change.



quali
in all shapes and forms

BIG

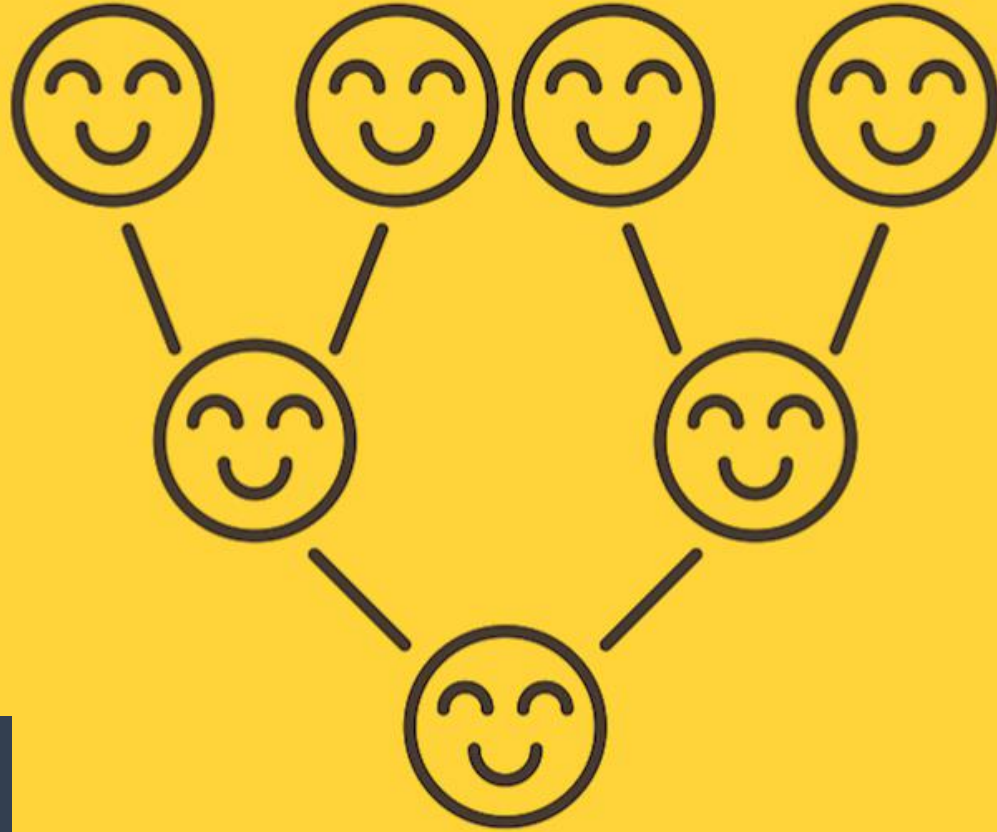
size
time
budget

small



OFF
ON **line**





In physical

we trust. and love!

Conceptual projects

Group dynamics

EXPLORATIVE PROCESS

Analogy canvas

Developmental brainstorming

Subgroup exercises

SOCIAL NEGOTIATION

BIG & multivariable agenda

BRAND EQUITY

Conflict groups

Multiple segmentation exercises

Tasting food products



OFFLINE



with rooms for groups of

2

4

6

8

10

to keep the distance
but never loose the connection!

In virtual
we
open up
new
possibilities!





Scan groups



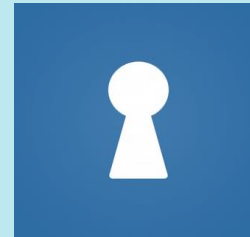
Fast (not furious).
Ideal for screening ideas, top of mind brainstorming, monothematic projects.
Allows up to 12 participants.

Those hard to find.
Trendsetters, opinion leaders, remoters, busy ones.
Small & flexible.



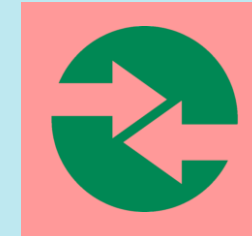
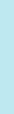
Special target groups

Snoop interviews



Mobile ethnographic interviews.
Live access to consumer's kitchen pantry, fridge, snack stash, tech equipment, cosmetics.

quali-quantitative interviews.
Both gaining deeper insight and quantifying key project parameters.



Hybrid interviews

Greece all around groups



Regional cities focus groups at no time and lower budget.

All around Greece together @ one group: celebrating regional diversity!

Your 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 thrivingly 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.



Katerina Lekatsa
The resultful

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



Zaharias Flouris
The intelligencer

A combination of intellectual approach and good instincts. Zaharias is naturally curious; interpretations that decode consumer behavior is his thing. A mathematics scholar, with deep human empathy, that pinpoints the root of each insight.



Danai Zombola
The textualizer

Danai has taken content analysis to another level. A skilled concepts extrapolator, Danai knows how to dig for consumer gems and fresh insights. Extra bonus: the client's best friend.



Efi Christofilaki
The groundworker

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

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.



brings deliverables the way you work with them

Brand tales

Storytelling format presentations that translate research findings into alive and kicking stories for your brand. Quali deliverables made simply exciting!



Post-group online window

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.

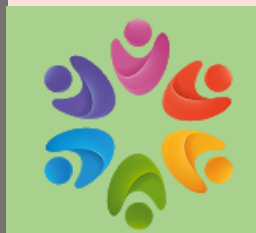
The juice page

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



First hand consumer material

Getty consumer generated material ... drawings, letters, diaries, photos, stories, mood boards, message videos. All one could wish for creative inspiration!



Emo-workshops

Research findings emotional engagement: client or consumer experiential workshops that build upon key insights, brand truths, communication territories or strategic steps, and bring them to life.

GAME OVER

Continue?

Yes

No



quali

walk the thought





5 Sevastoupoleos str.
11526. Athens, Greece
Tel: +30 210 7484602-3
Fax: +30 2107484604
Email: qed@otenet.gr
Url: www.qed.gr

