

Quick Qual

Access qualitative feedback from your target audience in days

You have...



**A Fast-Approaching
Deadline or Decision**

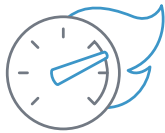


**Several Ideas,
Questions, or Concepts**



**To Get Voice of
Consumer Feedback**

Our Quick Qual has you covered...



Rapid Results

After you sign your proposal, we deliver your results within 1-3 days* of receiving your approval of a finalized discussion guide.



Quality Feedback

We recruit your specific audience from across the country, moderate an online and interactive discussion, and ensure quality responses.



Data Interactivity

The GutCheck Platform gives you the flexibility to dive deeper into your data. Access your group's discussion in real-time and download full transcripts.

Results Delivered Fast via Our Platform

In less time than booking travel for an in-person focus group, we deliver the specific answers you need from your exact target audience. From the comfort of your desk, get quick access to

**Interactive
Discussion Boards**

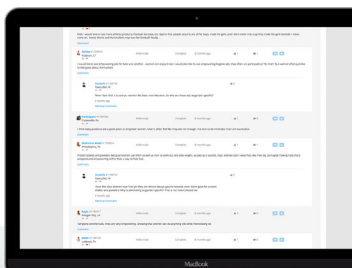
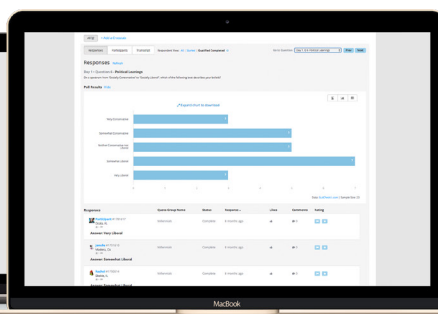
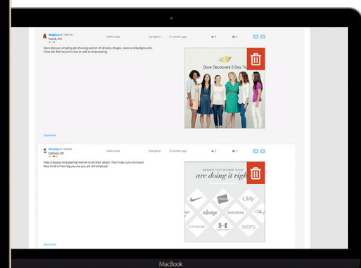


Image Uploads & Comments



**Respondent Feedback
& Activity**



An Easy 4-Step Process

- 1** Align on key objectives and audience
- 2** You sign the proposal and approve the discussion guide
- 3** GutCheck launches the study and respondents begin evaluating immediately
- 4** Once the study is launched, you receive a link to the live discussion and results

Our Qualitative Solutions

Whether you're looking for fast results or some additional flexibility and depth in your analysis, we have a solution for you.

	Quick Qual (Speed)	ERG & Qual Refiners (Depth & Flexibility)
Timing*	1-3 Days*	6-10 business days
Discussion Guide / Methodology	Ability to configure discussion guide from recommended, expert-crafted modules	Guidance from a dedicated researcher on the creation of a customized discussion guide based on your unique objectives
Audiences	One audience group of 20 respondents	One or more audience groups of 20 respondents
Markets	English Speaking Countries (US, Canada, UK)	28 Countries, 20 Languages
Deliverables	<p>Real-Time Results Delivered in Platform:</p> <ul style="list-style-type: none"> • Full Discussion Board Activity • Downloadable Transcripts • All Respondent Feedback • Comments on Images <p>Post-Study:</p> <ul style="list-style-type: none"> • 1-3 page Summary PPT 	<p>Analysis and PPT report creation by dedicated researcher. Detailed findings can include:</p> <ul style="list-style-type: none"> • Shopper Journeys • IHUTs • Insights from projective exercises, video uploads, image collages, & more
Pricing*	Starting at \$7,200	Starting at \$9,600

**Varies based on audience. Non-domestic and harder-to-reach audiences affect turnaround time and pricing.*