



Featured Insight: Varied Research Approaches Needed to Capture Consumers' Changing Reality

As consumers allow technology to penetrate deeper into their lives, they change not only the way they interact with friends, family, and colleagues, but also the way they interact with consumer brands. The technology invasion gives consumers access to infinite choices and divides their limited attention.

So the question is, given the technology revolution and its impact on your consumers' behavior, *have you changed your research approach to get closer to consumers' new reality?*

IIM recognizes this reality shift and has adapted our approaches to better understand changes in consumer behavior. To uncover brand implications from adapted communication techniques, ample consumer choice, and the consumer attention tug-of-war, we leverage varied and complementary research tools that lead to actionable insights and brand growth. Therefore, as consumers exercise their right to choose, so should marketing researchers by leveraging quantitative, online, qualitative, and hybrid research approaches.

Check out IIM's diverse suite of qualitative and quantitative approaches below, designed to capture the new consumer reality and to uncover deeper consumer truths.



[Learn More About Our Varied Tools & Approaches](#)

Inspiring Insights Blog Spotlight: Alternative Research Techniques that Complement Traditional Research



Often, clients come to Insights in Marketing thinking traditional focus groups will be the best tool to get at an issue or question. However, due to changes in technology, new methods of gathering data, busy schedules, and tight budgets, this is becoming a misguided assumption. To be clear, *focus groups are an important part of the qualitative picture and will remain a key element in the tool box for the foreseeable future.*

However, with increasing frequency, we are building research plans that incorporate at least one other form of qualitative and, often times, a number of different approaches in one study to better understand behavior, thoughts, feelings, and attitudes...

[Read Full Blog Post](#)

Featured Tool: 2Q-Sights Quant & Qual in the Same Day

Need hard data to identify top concepts while understanding the whys behind the numbers?

Check out 2Q-sights, our one day, in-depth qualitative and quantitative research tool using the same respondents. This tool not only saves you time and money, but it provides you with the answers to make, fast inspired decisions.



[Contact us](#) today to find out how you can leverage this tool to uncover actionable insights in a very short timeframe.

IIM In The News: IIM Plays Role in Ogilvy Award Win

Insights in Marketing was recently recognized for its role in ConAgra's Advertising Research Foundation (ARF) David Ogilvy Award win. IIM's Senior Consultant, Gail Joseph, played a crucial role in building Hunt's advertising strategy for the Hunt's® 'Crash Kitchen Tour' campaign which walked away with the gold. Gail and the IIM Team conducted consumer focus groups and IDIs from 2008-2010 that uncovered the key, strategic insights that contributed to the Hunt's brand positioning and the key pillars of its campaign communications.

Overall, IIM's research led to the effective communication of consumers' gold standard - tomatoes that deliver "backyard garden fresh taste." This "backyard garden fresh taste" was reinforced by ConAgra's FlashSteam™ process and was the key message in the Crash Kitchen Tour TV ads featuring celebrity chef George Duran.

To read more about the award click [here](#).

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Diverse, Senior-Level Experience & Expertise.

Deep category understanding? Target market expertise? Online moderating experience? No problem!

IIM's consultants are diverse enough to meet your needs, but specialized enough to understand the industry and category challenges you face.

Trend & Insight Tracking

Top 3 News Stories

1) Are Dads the New Moms?

Key Insight: Dads are becoming increasingly involved in their kids' lives, and marketers need to find ways to address & appeal to the evolving dad market.

2) Even While Multi-tasking, Viewers Still Give TV the Most Attention

Key Insight: Marketers should consider multi-layered digital campaigns to complement TV advertising and to improve brand awareness.

3) How Today's Cost Conscious Grocery Shoppers Tick

Key Insight: Although grocery spend is up, cost-conscious consumer behavior has become more pervasive post-recession.



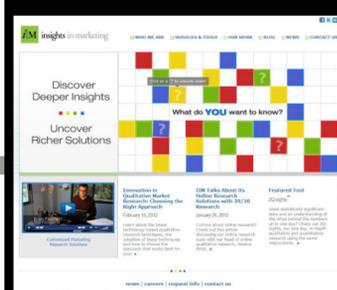
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