

Gather In-Depth Consumer Insights in Days Instead of Weeks.

QuickQual™ & QuickQual™ *TURBO*

Built around our QualBoard™ bulletin board platform, QuickQual™ takes advantage of proprietary processes, technology and a dedicated Qualitative Assistant to deliver **14-day project turnaround** on consumer studies in the US, while QuickQual Turbo™ does it in 7 days! **And both for a simple, bundled price.**

Why QuickQual™ & QuickQual™*TURBO*™?

QuickQual™ and QuickQual Turbo™ really do deliver on the old adage of "Better – Faster – Cheaper." And "Easier."

Better because both programs are built on QualBoard™ – the #1 bulletin board software in the industry – providing a level of insight not often found in traditional qualitative research. In addition, the QuickQual™ programs work for nearly everyone. In fact, they were developed for two distinct groups... client-side marketers and researchers who conduct their research in-house and medium-to-large research agencies looking to get things done faster.



Seriously fast.

Faster... compare the 7 and 14-day turnaround of QuickQual Turbo™ and QuickQual™ (respectively) to weeks on the road, traveling from city-to-city conducting focus groups to gather your insights. We've even eliminated the time-wasting bidding process.

Cheaper... at \$9,300 per project (for everything, including recruiting and incentives!), QuickQual™ can save tens of thousands of dollars over traditional qualitative projects. QuickQual Turbo™ costs under \$12,000.

The QuickQual™ programs are significantly **Easier** than traditional research, or even standard online qual research. Our experienced Qualitative Assistant takes care of the myriad details associated with every project (participants, screeners, discussion guides, stimuli, transcripts, help with probing, etc.), allowing you to focus on gathering insights.



Here's how they work:

- The clock starts when we receive the specs* for your project.
- The process starts with an up-front planning session with your dedicated Qualitative Assistant to help us better understand the needs and goals of your project.
- The Qualitative Assistant writes the screener to help find the best participants and provides guidance as you write your discussion guide.
- 20|20 recruits using our proven, high-quality recruiting methods; your QualBoard™ can include up to 20 participants.
- Your QualBoard™ can run for up to 3 days.
- The Qualitative Assistant loads the discussion guide, participants and all stimuli.
- The Qualitative Assistant keeps the participants engaged and provides limited probing as needed.
- The Qualitative Assistant tags key content in the discussion for use during analysis.
- The Qualitative Assistant creates and delivers a daily "Highlights Report."
- 20|20 provides our standard, world-class user and technical support.
- After the project closes, we send the incentives to the participants.
- The Qualitative Assistant then provides a complete, customized report and transcript package.

** Not all projects can be conducted with the QuickQual™ program based on the project parameters. Please call for details.*

QuickQual™

14-Day turnaround

Built on QualBoard™

Dedicated Qualitative Assistant

Includes recruiting and incentives

Includes customized reporting

Bundled price of \$9,300

**QuickQual™
TURBO**

7-Day turnaround

Built on QualBoard™

Dedicated Qualitative Assistant

Includes recruiting and incentives

Includes customized reporting

Bundled price of \$12,000



For more information, or to book your **QuickQual™** or **QuickQual TURBO™** project today, call us 800-737-2020 or send an email to quickqual@2020research.com.

20|20 Technology, Inc.

A Division of 20|20 Research, Inc.

2000 Glen Echo Road

Nashville, Tennessee 37215

USA

U.S. 615.724.6083

U.S. Toll Free: 800.737.2020

E-mail: quickqual@2020research.com

Web: www.2020research.com

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TECHNOLOGY

Innovation Happens Here.

QuickQual™ & QuickQual TURBO™... In-Depth Consumer Insights in Days Instead of Weeks.