



For Immediate Release

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## **Procter & Gamble, Infiniti, Bacardi brands among many qualitative research success stories showcased at Symposium**

CHICAGO – Constant Twitter traffic throughout the day, and the packed conference room at the end of the day were among the signs of success at the recent Symposium on Excellence in Qualitative Research in Chicago.

Additional proof was shown by the nine unique case studies put forth by Qualitative Research Consultants Association (QRCA) members and their clients. Presentations included using research to drive new product success by Infiniti, re-launching Bacardi for a new generation of drinkers, and how social media and technology are creating new ways to listen to consumers, by P&G.

QRCA is a not-for-profit organization with nearly 1,000 qualitative research consultants throughout the world. The Symposium highlighted how those consultants use proven methodology to identify key emotional drivers of consumer behavior – and ultimately affect that behavior to the benefit of their clients.

Symposium attendees witnessed an impressive array of qualitative research success stories, including a search for workforce talent, promoting a small New York museum and even rebranding corn starch.

“Consumers reward brands that value their opinion and engage them,” said Kristin Bush, senior manager consumer and market knowledge for Procter & Gamble and keynote speaker. “And qualitative research is among the most effective means of doing that.”

The influence and reach of the event was felt in real time, as attendees posted impressions on Twitter so other QRCA members could share the experience virtually.

“What made the Symposium valuable were the passion, talents and inspiration demonstrated by the QRCA members and the organizations they work with,” said Chris Kann, QRCA president. “What struck me was the collaboration that exists between the QRCA members and all levels of

their clients' management. It became evident that qualitative research findings were directly affecting the success of the initiatives, sometimes in new ways."

Illustrating Kann's point was a presentation by QRCA member Michele Zwillinger, Zwillinger Research, and Nissan North America Director of Advanced Planning Rachel Nguyen. The pair showed conclusively how qualitative research was used in a market development application, ultimately helping the company design future vehicles.

Zwillinger designed the laddering research to test 25 technologically advanced product features Nissan was considering for its next Infiniti models. Results of the work successfully connected the features with the values inherent in the Infiniti brand through the seven core values of peace of mind, pleasure, emotional security, self-esteem, hedonistic compassion, accomplishment and freedom.

Nguyen then used that research effectively to communicate the connection directly to the engineers responsible for developing advanced Infiniti vehicles in terms they understood.

"We found a direct link from some proposed advanced product features to the emotional values our key customer demographic holds sacred," Nguyen said. "The value to us of the qualitative research for product development was incredible."

"Building on and interpreting what their customers are saying is a key reason why qualitative researchers create opportunities for success for their clients," Kann said. "The ability to probe beyond the rationalization and what's merely on the surface is what these case studies were all about."

## About QRCA

QRCA ([www.qrca.org](http://www.qrca.org)) is a vibrant global network of qualitative researchers immersed in the most exciting work being done in the field. Our nearly 1,000 global members apply their passion, creativity and experience to help clients tap into the power of qualitative marketing research and successfully apply that research to product development and marketing.

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