

Immersive Focus Groups

Getting to the heart of the consumer mindset.



Diagnosis



- ✓ The focus group is a powerful way to understand people, their emotions and interactions, and is a unique tool in a portfolio of qualitative methodologies.
- ✓ Focus groups explore social dynamics, discourse, language and understanding the power of the minority to influence and persuade the majority.
- ✓ To optimize the insights generated we incorporate relevant tools and activities within our focus groups to deliver a more immersive experience (examples below);

Mobile Chat
Forum

Weekly Diary
Pre-Task

Pre Store Visits

Brand/Product
Sort Exercises



Projective &
Enabling
Techniques

Vox Pops

Store Walk
Throughs

In Group
Activities, e.g.
Mood Boards

The Coyne Difference

- We have a range of AQR trained moderators with a wealth of experience in qualitative techniques.
- Data collection is only a very small part of what we do, which really centres on analysis, interpretation, storytelling and persuasion.