



**CREATIVE INTELLIGENCE
FOR INSPIRING STUDIES**

OUR ASSETS

- 1. A FULL CONTROL ON FIELDWORKS THANKS TO OUR PROPRIETARY PANELS**
- 2. A WIDE RANGE OF INNOVATIVE AND EFFICIENT METHODOLOGIES**
- 3. OUR MAIN RESEARCH AREAS: BRAND & COMMUNICATION, RETAIL, INNOVATION**
- 4. A SENIOR AND MULTIDISCIPLINARY TEAM**
- 5. A CENTER OF EXCELLENCE ON BRANDS: BRAND CULTURE & BRAND CONTENT**

1. OUR OWN ONLINE PANELS SINCE 2000

500 000 FRENCH-SPEAKING PANELISTS

(France, Belgium, Switzerland, Maghreb, Sub-Sahara Africa...)



Fully independent in France

Flexibility, responsiveness and speed of delivery: raw data in less than 3 days.

Respect of user privacy and data protection (GDPR compliance)

Ability to **stimulate respondents creativity** and to encourage detailed answers.

50 000 ENGLISH-SPEAKING PANELISTS

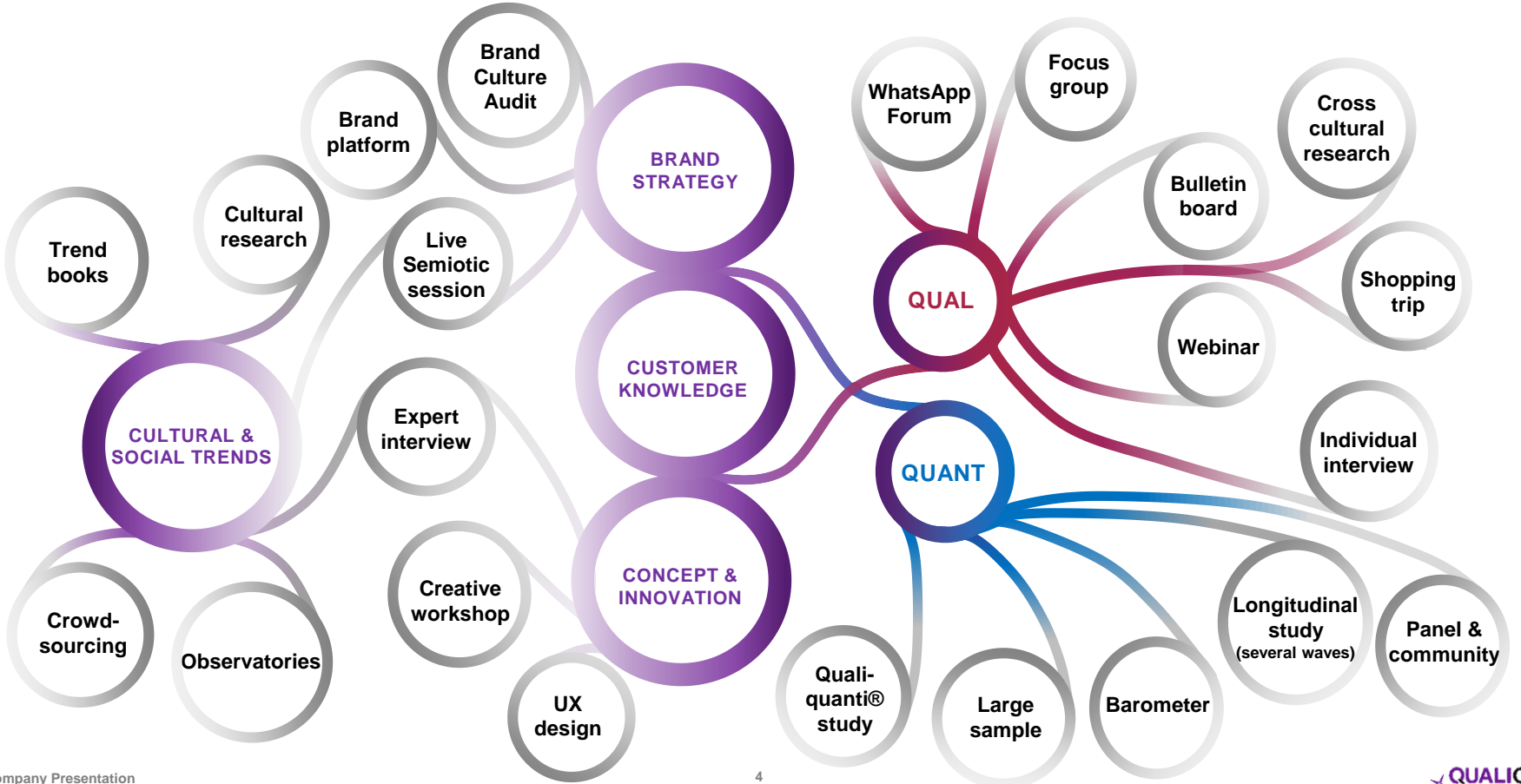
(International)



More than 100 countries covered

Ability to recruit for qualitative researches in specific geographical areas

2. A WIDE RANGE OF METHODOLOGIES TO COVER ALL NEEDS



3. MAIN RESEARCH AREAS

BRAND & COMMUNICATION



Our tool to analyze brands: the **Brand Culture audit®**

A strategic thinking about *brand experience* and brand performativity

A great knowledge of luxury brands, brand communication, **editorial stance**, native ad, ...

And some [expert articles](#)

RETAIL



Permanent watch on **local innovations** for [IdéesLocales](#)

A proven expertise in [pop-up stores](#) and brand spaces (articles on [Influencia](#))

Researches on path-to-purchase, online shopping, omnichannel behaviors, merchandising, convenient stores, food-tech

INNOVATION

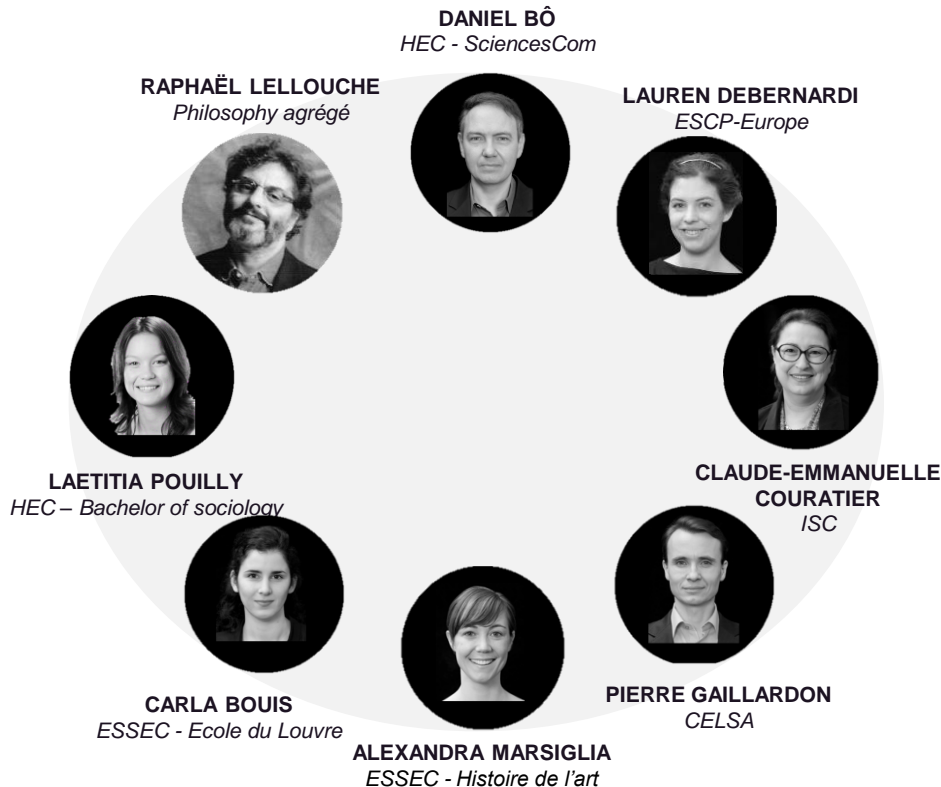


An **ongoing process of reflection on new methodologies**: pioneer on online studies and panels (2000), online qual (2004), crowdsourcing (pictures, movies), webinar with customers, whatsapp forums...

Innovative deliverables: newsletter, [website](#), workshop, [white paper](#), [press release](#), video report, design and infography...

4. A SENIOR AND MULTIDISCIPLINARY TEAM

An experienced team with complementary skills



At QualiQuanti, we are:

- **Graduated from a Business School** (HEC, ESSEC, ESCP Europe) **or a communication school** (CELSA, SciencesCom): we are used to solve business issues.
- **With a double degree** in Social sciences, psychology, sociology, linguistics, semiotics, Art...allowing us to expand our thinking and to enrich the results.
- **Passionate people** willing to answer client's questions.

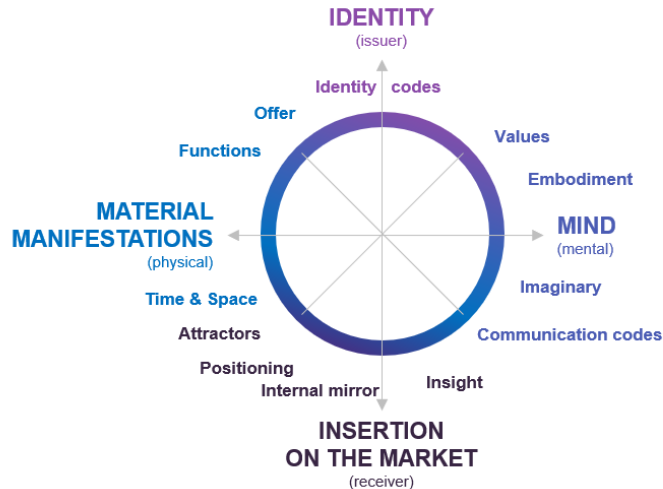
5. A CENTER OF EXCELLENCE ON BRANDS

Helping our clients to optimize their brand platform and their editorial stance

BRAND CULTURE

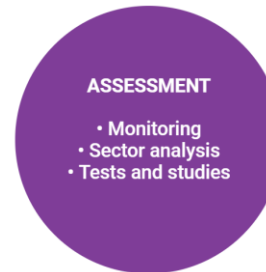
Our tool: the Brand Culture Audit®

A book: [*Building Brand Culture : Unlock Your Brand's Cultural Potential*](#)



BRAND CONTENT

12 years of research with several outcomes: a dedicated company ([Brand Content Institute](#)), an [observatory](#) and a book (French only) [*Brand Content Stratégique 2018*](#)



MORE THAN 25 YEARS OF EXPERIENCE IN MARKET RESEARCH



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