



## WHAT OUR DELIVERABLES LOOK LIKE

Image by Freepik

# 6 APPROACHES TO CLEAR, INSPIRING DELIVERABLES

The aim is to captivate the user's attention and facilitate smooth, autonomous learning.

1. AN INFORMATIVE TITLE, AN EXPLANATORY HEADLINE
2. SEVERAL READING LEVELS: QUICK OR IN-DEPTH
3. VISUALS THAT MAKE SENSE
4. EFFECTIVE HIGHLIGHT OF INFO USING JOURNALISTIC TECHNIQUES
5. QUANT: HIGHLIGHTING KEY RESULTS
6. VIDEO RECORDING OF REPORT AND RAW DATA ACCESS

# 1. AN INFORMATIVE TITLE, AN EXPLANATORY HEADLINE

Slides hierarchize information: the title gives the result, the subtitle explains it and the rest of the slide illustrates it. This makes it easier to read quickly.

Key result

## BREAD BUYING IS ALSO MULTI-CHANNEL

Consumers combine distribution channels according to their respective advantages

Explanations

Analysis details

### BAKERIES

- Buy **fresh bread** (especially baguettes), for quick consumption.
- Bread perceived as good **quality**.



### GMS

- **Attractive prices**.
- **Convenience**: parking and shopping at the same time.
- Availability of **specific bread products**: burger and panini buns.
- **Accessible product information** (posters, labels, packaging)

### INDEPENDENT BAKERIES

- **Trust** in the artisan baker.
- **A close relationship** with the salesperson or baker.



### CHAINS

- **Permanent promotions** and special offers.
- **Uniformity of offer and consistent quality** from one store to the next.



Illustrations

FEB - The French and bread - February 2021 - Qualitative part of the study

8

QUALIQUANTI  
CREATIVE INTELLIGENCE

# 2. SEVERAL READING LEVELS: QUICK OR IN-DEPTH

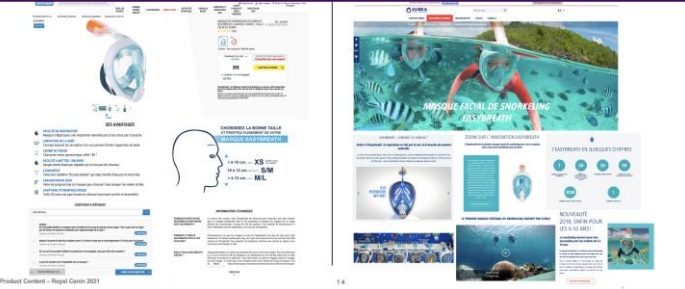
The report can be understood simply by reading the headings that follow. The rest of the analysis allows you to delve deeper into specific points.

### TWO LOGICS: PRODUCT PAGE AND BRAND SPACE

The example of the Easybreath mask from Subea on Decathlon.fr (product page) and on Subea.fr (brand space)


DECATHLON.FR

SUBEA.FR




### THE NEED FOR CLARITY AND OBJECTIVITY ON PRODUCT PAGES

On the decathlon.fr sales site, there is a duty of rationality for the information to be credible. No tribute of the brand, but factual content and tools to help you choose: the product logic is rational vs. emotional, otherwise it can trigger suspicion.



### ON THE BRAND SITE, A MORE EMOTIONAL REGISTER

On the Subea brand website, we have a very argued, colourful and illustrated presentation of Easybreath with an empathetic tone: the brand atmosphere aims at persuading emotionally. We expect aesthetically pleasing, culturally interesting content.



Product Content sequence

What do our deliverables look like?

4

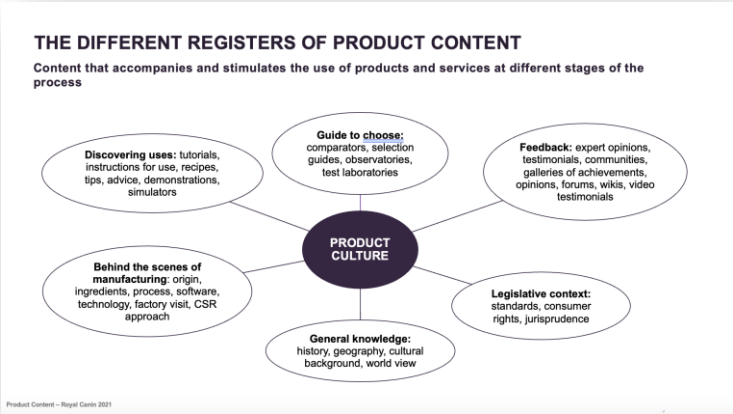
**QUALIQUANTI**  
CREATIVE INTELLIGENCE

# 3. VISUALS THAT MAKE SENSE

We give priority to realistic illustrations: photos from monitoring or consumers, captioned product images, graphs and diagrams...



Consumer photos with commentary



Explanatory diagram



Frieze

**TWO LOGICS: PRODUCT PAGE AND BRAND SPACE**

Product content differs depending on whether it is part of a purchasing process or a brand presentation

	E-COMMERCE PRODUCT PAGE	BRAND SPACE
PLACE OF EXPRESSION	On the merchant site and in the brand's store	Dedicated space on the merchant site (the brand talks to you), store, pages on the brand site
PHYSICAL WORLD	Multi-brand, product on the shelf, catalog	Brand store, corner, pop-up store
VISUAL CODES	White background, clarity, factual, analytical, guided tour, 360° image, diagram, quotations, crossed out price	Colored background, ambiance, visual, holistic, panorama, visual lifestyle
LOGIC	Rational, guarantee of honesty Convincing Details, technical performance, benefits, quality/price Logic of the isolated object, demonstration of use	Emotional, aesthetic and sensory universe Seducing History, stylistic universe, ethics, global approach, gratifying dimension (place of pleasure) Logic of brand culture and range
FUNCTION	To facilitate comparison with other objects To choose and examine	Singularity of the product and/or brand universe To situate oneself within the range

Product Content – Royal Canin 2021

Table

**A MODEL OF THE PRODUCT PAGE HAS BEEN REQUIRED FROM E-MERCHANTS FOR SEVERAL YEARS**

The full description

- Multiplicity of photos
- Explanatory videos

Features: weight, height... not to be disappointed

Example : for an iron, weight information is important for a woman peeler, you have to be able to assess the size

Decision support tools : Size Guide

Related items, accessories, instructions

Information on the uses of the product :

- Before and after the purchase
- How to use it
- Other tips

Product Content –

Explained image

**DISTANCE SELLING: PRODUCT INFORMATION IS A MUST**

**PRODUCT PAGE**

In the age of e-commerce and physical distance to choose without handholding or sales contact

**TECHNICAL DEMO**

to reveal the hidden mechanisms (mechanical, chemical, software or electronic reactions) of increasingly complex products (snorkel vs snorkel mask)

Product Content – Royal Canin 2021

Graphic communication of results

What our deliverables look like?

5

QUALIQUANTI  
CREATIVE INTELLIGENCE




# 4. EFFECTIVE HIGHLIGHT OF INFO USING JOURNALISTIC TECHNIQUES

Each slide focuses on a key result and gets straight to the point. The analysis remains concise, using precise, concrete words.

## THE RETURN OF HOMEMADE BREAD

The lockdown provided an opportunity to make one's own bread, thanks to suitable equipment.




**Entertainment**, a family activity.

Allows for **mastering the recipe and baking process**.

**Pride** in having made one's own bread.


Facilitated by owning **a bread machine**, a Thermomix, or equivalent.




**Not cost-effective:**

- Purchase of ingredients.
- Time spent.
- Energy consumption.


**Easy to get wrong**, especially the texture of the crumb: the DIY experience shows that the baker's skill makes the difference.



*Fougasse prepared last night and baked this morning before everyone wakes up.*



*Here's the bread I made last weekend! Cocotte bread with Thermomix.*



*With the lockdown, we cooked a lot, and I made homemade bread.*

FEB – Les Français et le pain – Mars 2021 – CONFIDENTIEL

4 5

QUALIQUANTI  
CREATIVE INTELLIGENCE

Information with dashes, keywords in bold

Intuitive color coding

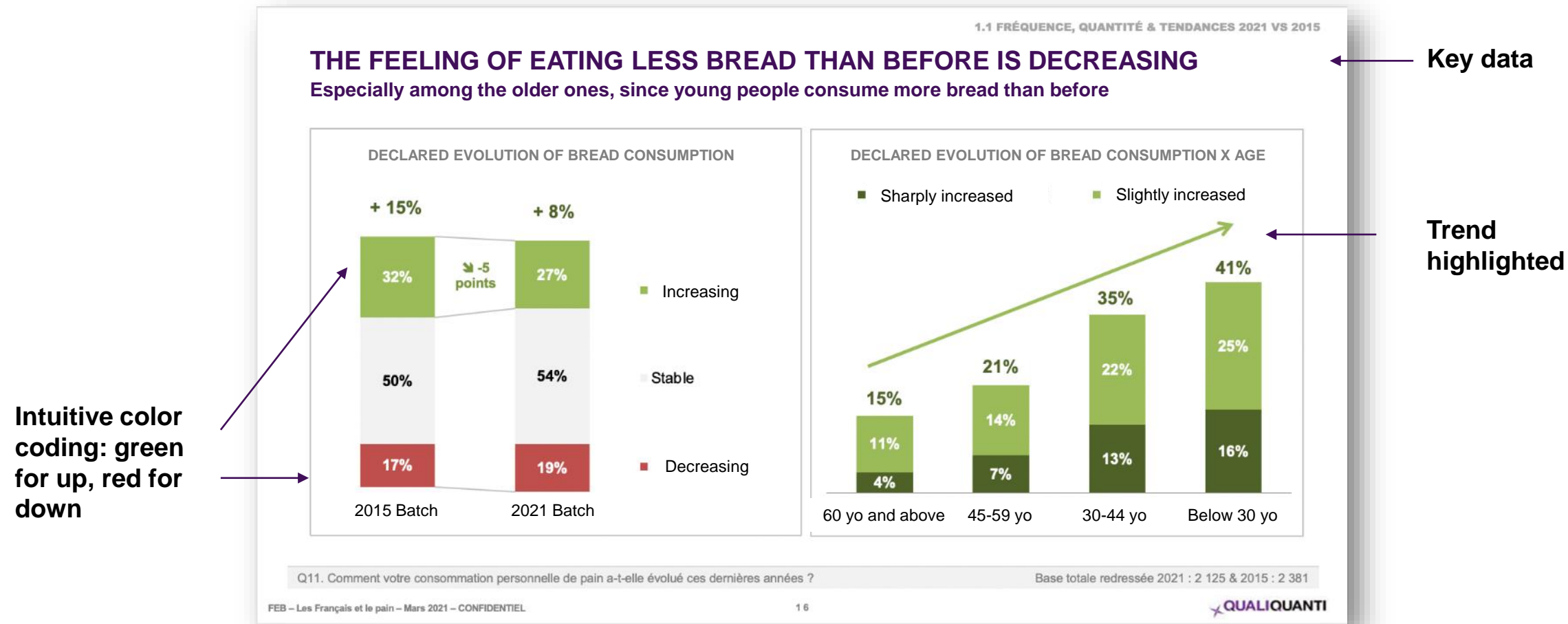
Clear, concise sentences

Result from the title and headline

Captioned images

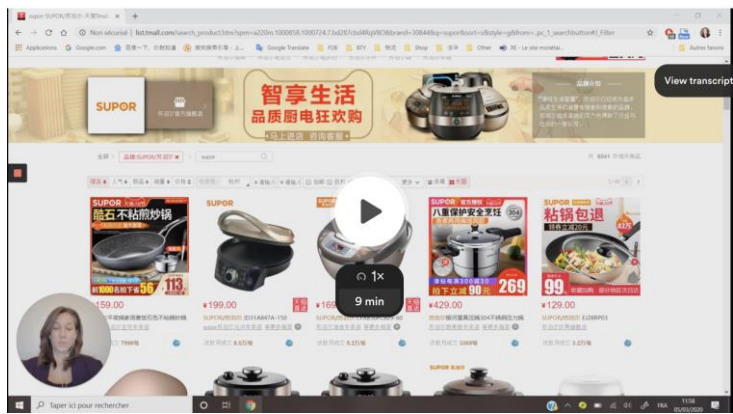
# 5. QUANT: HIGHLIGHTING KEY RESULTS

Illustrations and color codes explain the statistics presented. Key data and analysis are immediately apparent.



# 6. VIDEO RECORDING OF REPORT AND RAW DATA ACCESS

Video replay of results and expert presentations. Documentary watch, note-taking, videos, etc. available.



Replay of presentations, visios and analysis sessions:

[Slidecast product content presentation](#)

[Supor live on Tmall.com](#)



Illustrated note-taking in Google doc format and document monitoring

[Corpus Frichti](#)



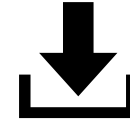
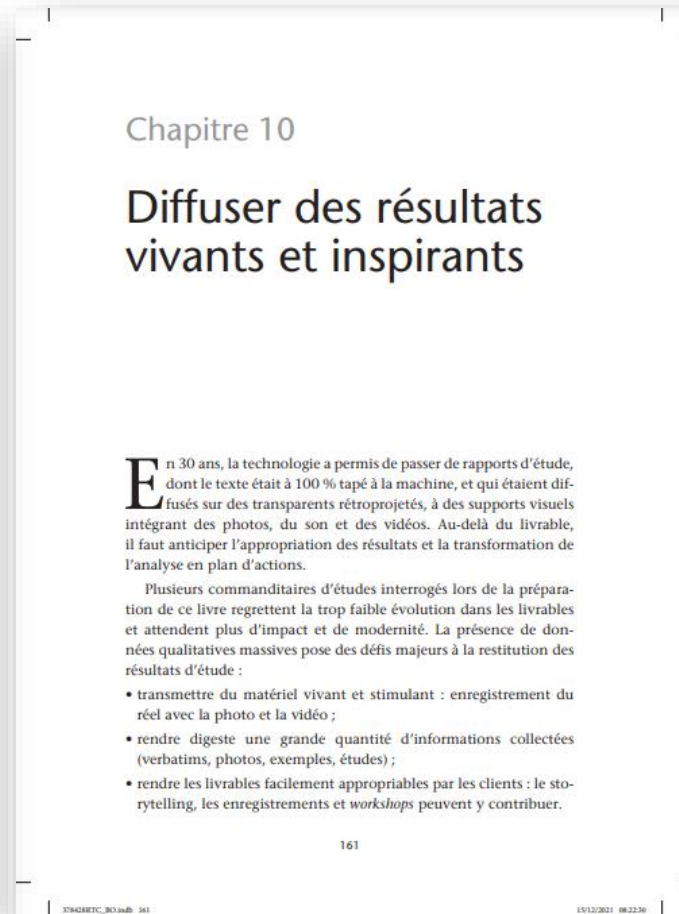
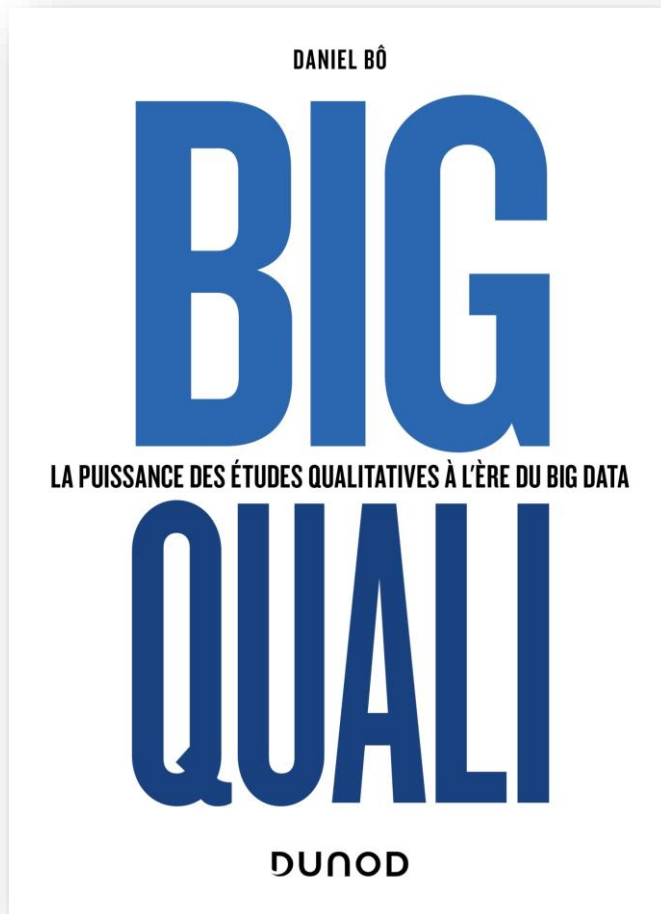
YouTube channel with filmed consumer feedback or documentary monitoring:

[Pop-up store watch](#)



# FIND OUT MORE... CHAPTER 10 OF THE BOOK BIG QUALI

Read "Delivering living, inspiring results", downloadable in PDF format.



[Download chapter 10 of the book  
BIG QUALI](#)

Big Qual Blog:  
<https://bigquali.com/>

**BIGQUALI.com**  
LA PUISSANCE DES ÉTUDES QUALI  
À L'ÈRE DU BIG DATA

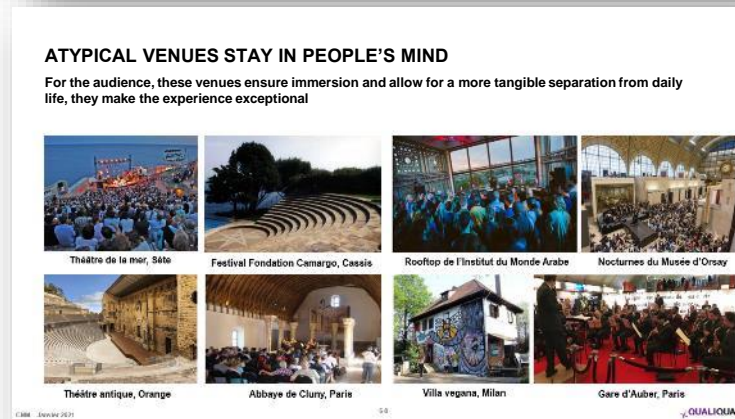
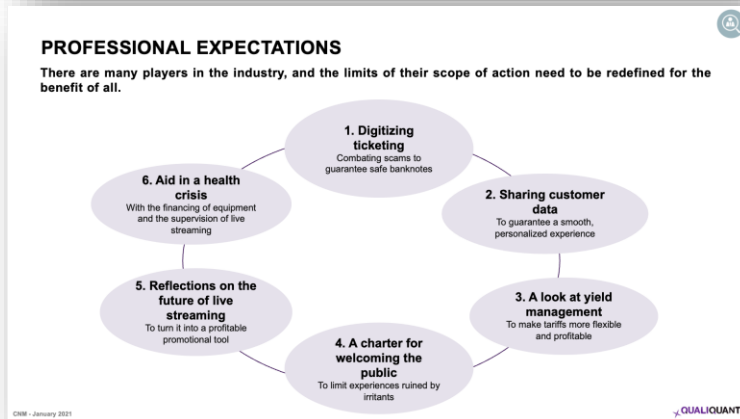
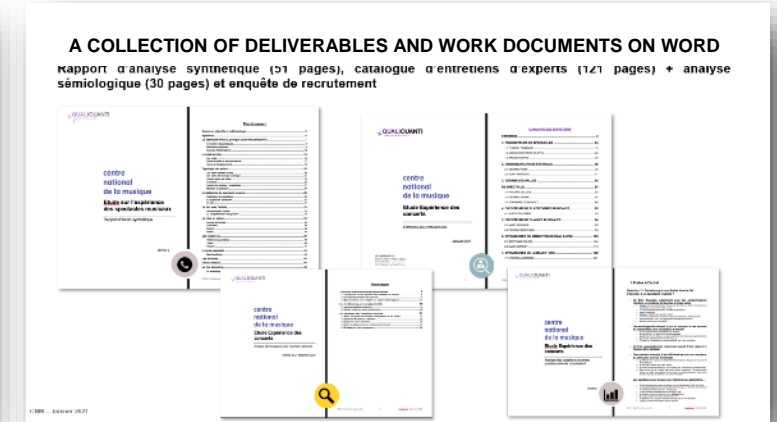
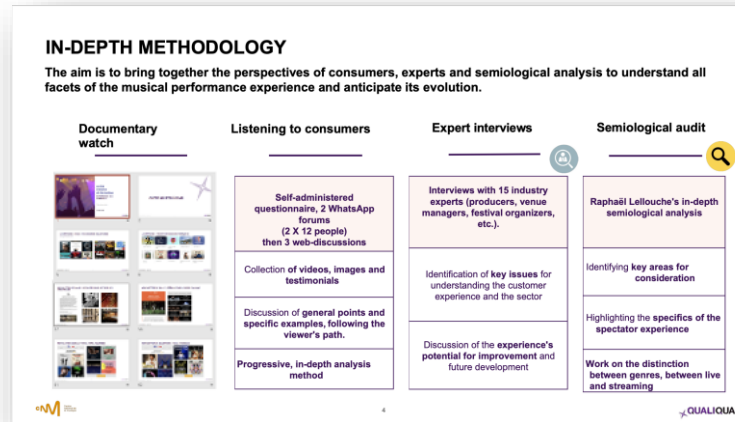


# AN OVERVIEW OF OUR DELIVERABLES



# THE LIVE EXPERIENCE: FROM TICKET PURCHASE TO VENUE COMFORT

Explore all dimensions of the customer experience in the purchasing and consumption of live entertainment: listening to consumers, interviewing experts and conducting a semiological audit.



### MULTIPLE, FRAGMENTED SOURCES OF INFORMATION

Spectators have to obtain information from a multitude of media, both physical and digital, local and national, without being able to see the whole picture.

Information sources	Physical	Digital
	word of mouth, newspapers, magazines, posters, shop windows, leaflets	website, blogs, social networks, newsletter, show, trailer
<b>Local</b> by the venue, the town, the local media	Word of mouth, shop fronts, Morris columns 	Local news sites, venue newsletters  
<b>National</b> by national media, box offices, artists and specialized critics	Magazines and newspaper reviews  	Review sites, specialized programs, ticketing sites   



[Illustrated study report on the musical performance experience \(PowerPoint format\)](#)  
[Study report on the musical performance experience \(Word format\)](#)

# THE BAKERY SECTOR: DEVELOPMENTS AT A GLANCE

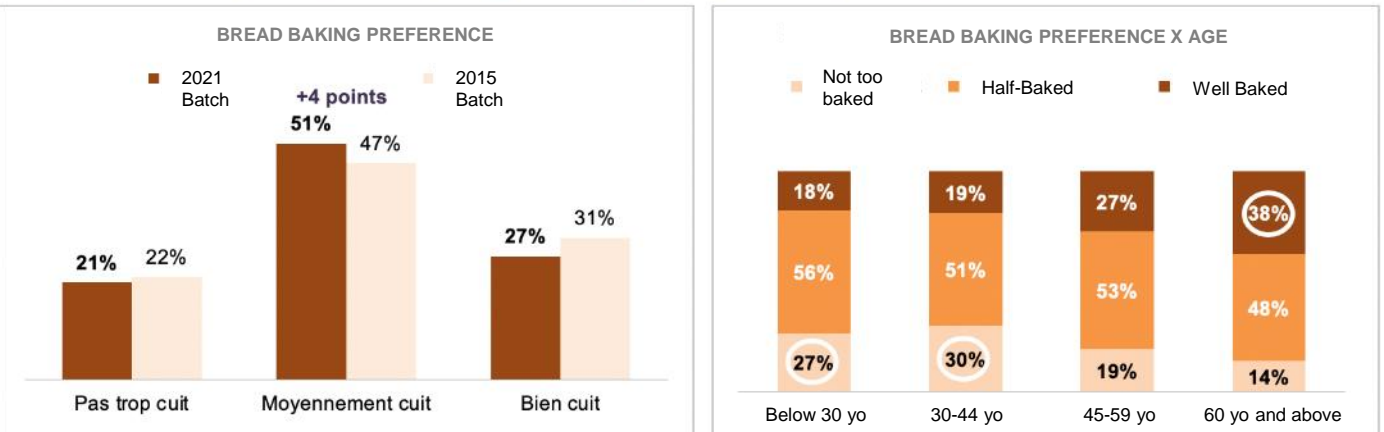
Bread consumption analyzed by segment, time, type, place of purchase... with illustrated graphs and clear color coding.



[FEB article on the study "The French and bread: 5 years on".](#)

## PREFENCE CONFIRMED FOR HALF-BAKED BREAD

Well-baked bread preferred by older people vs young people preferring less baked bread



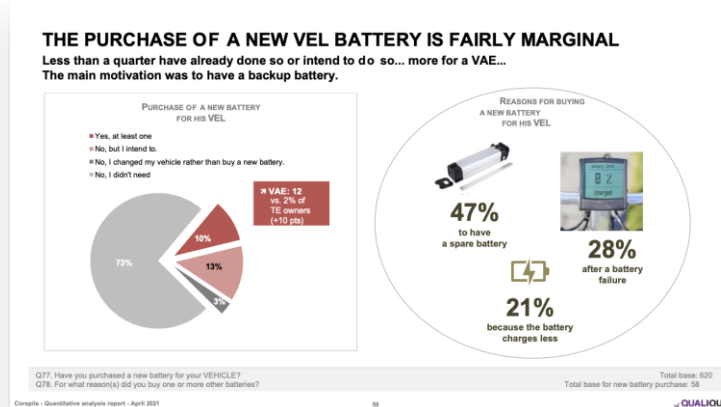
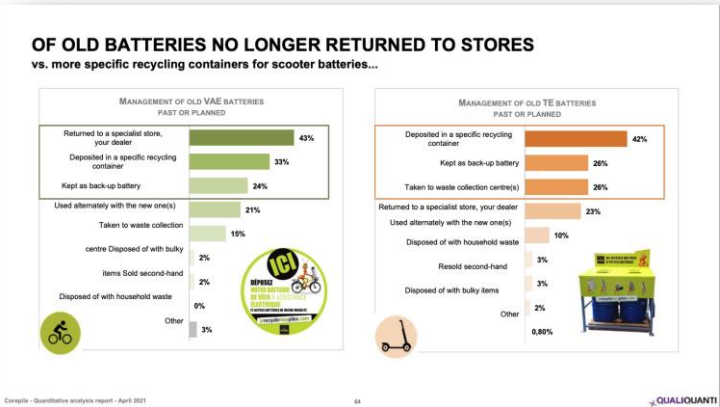
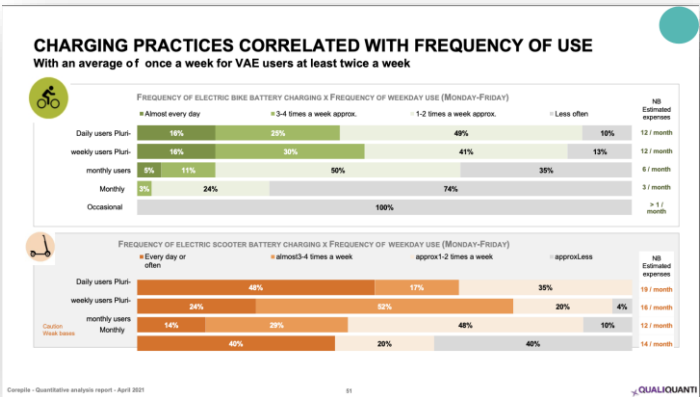
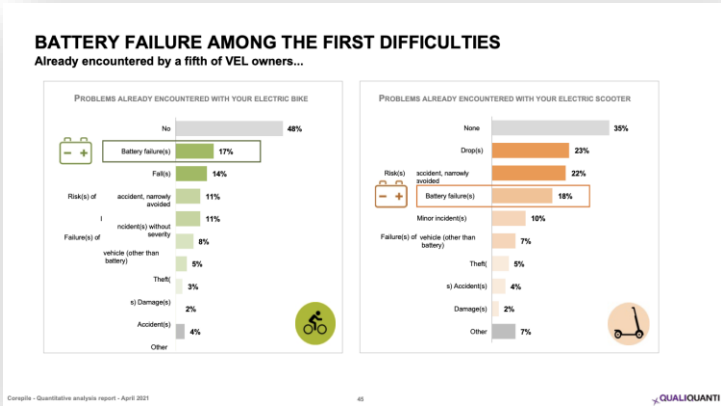
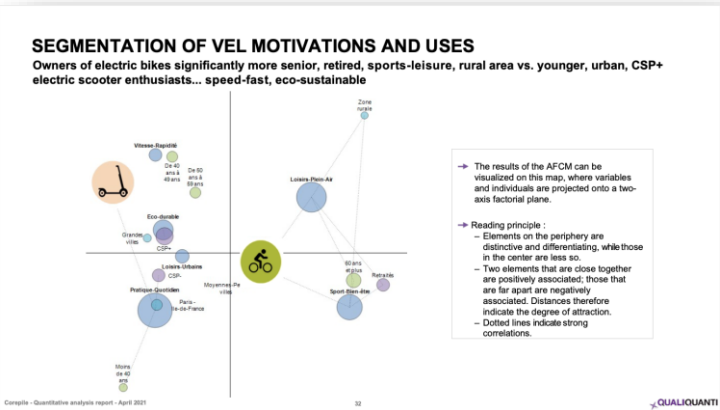
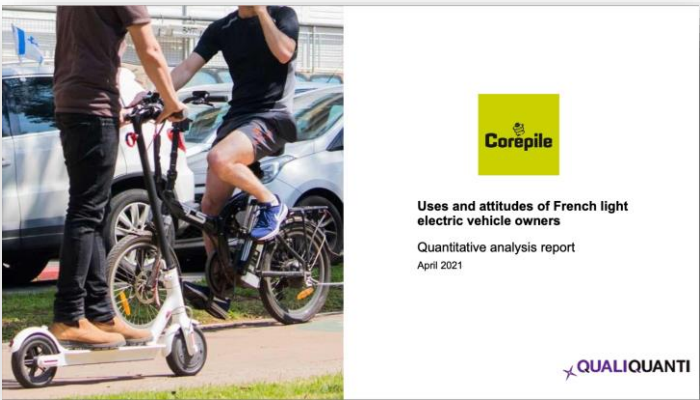
Households with kids preferring less baked bread: 27% vs 18% without kids, +9 points

Vs households without kids preferring well-baked bread: 31% vs 21% with kids, +10 points

Q85. Concernant la cuisson, vous préférez généralement le pain qui est : Base totale redressée 2021 : 2 125 & 2015 : 2 381

# LIGHT ELECTRIC VEHICLES: USES & ATTITUDES

A typology of uses & socio-demographic profiles with multiple factorial correspondence analysis. A systematic comparison of electric bike vs. electric scooter usage.






# TAKEAWAYS, A PHOTO REPORT FOR INSPIRATION

Featuring over 1,000 concrete examples, and updated every season, the trend book keeps pace with the changes taking place in the foodservice industry.



 [Restaurant trend book on takeaway sales](#)

## BRAND-BANNER TOTE BAGS & BOXES

Bags & boxes are the first brand ambassadors



Colorful bag and stapled picture, at Big Mamma, Paris



Personalized fabric bag at Fulgurance, Paris



Dalmata, Paris



Tripletta, Paris



Anima, Paris

Mieux vendre à distance – Juin 2020

 QUALIQUANTI  
CREATIVE INTELLIGENCE

# AUDITING FRICHTI'S BRAND CULTURE: DEFINING A BRAND IDENTITY

A customized analysis of Frichti brand components. Based on semiological decoding by Raphaël Lellouche.



## Frichti brand culture audit

### LOGO

Simple and elegant, high-end connotations

The logo consists of:

- **The brand name**, very readable, in block letters. There is a certain elegance in these unadorned letters: the logo focuses on bringing out the phonetic and semantic components of the brand name.
- **A graphic element** that can be interpreted in several ways:
  - **The bell** used to signal to staff in a hotel or aristocratic houses.
  - **The chime** of a front door to which the delivery person rings.
  - **The cloche** covering hot dishes in a restaurant.



High-end positioning, including service and food



# OUR REGULARLY UPDATED UNDERWRITING STUDIES



# INFLUENCE-BRANDS: KEYS TO A STRATEGIC COLLABORATION

The efficiency levers of influencer and social media marketing through a Big Qual approach



**INFLUENCERS & BRANDS**

**KEYS TO STRATEGIC COLLABORATIONS**

Subscription study  
"Influence marketing and social media efficiency levers through a Big Quali approach"

October 2023

**QUALIQUANTI**  
CREATIVE INTELLIGENCE



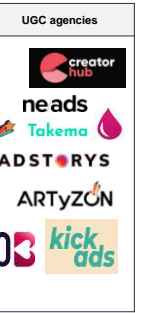
**INFLUENCER SPECIALIZATION BY THEME OR SECTOR**

Expression of personality, passion, location, area of expertise, creativity, passion, cheerful positive spirit, teaching ability.

Content Creators	Specialized Experts	Celebrities	Regular social media users
Bloggers (fashion, beauty, lifestyle, travel), Youtubers, Twitchers, gamers, journalists, photographers, designers, videographers, artists	Nutritionists, fitness coaches, trainers, chefs, pastry chefs, bartenders, hairdressers, make-up artists, gardeners, real estate agents, entrepreneurs, personal finance adviser	Actors, singers, reality show winners, comedians, Miss France, models, athletes, chefs	UGC, blog about everyday life or family, couple life and large families, children, pets, food and shopping enthusiasts
Media and journalistic skills Ability to argue Technical know-how	Technical skills (sports, nutrition, fashion, home decor) to test products Book authors and lecturers	Aesthetic beauty Traditional beauty, Performers Used to be in the spotlight Notoriety	Sharing experience on products, trade, promotions, but also education

**CUTTING THROUGH THE CONFUSION OF MULTIPLE PLAYERS**

Brands prefer direct relationships. They use platforms to identify micro influencers. They regret the lack of transparency and added value. Expertise that goes beyond the role of intermediary is expected.

Technological platforms and solutions	Talent, micro-influencer, TikTok, international agencies	UGC agencies
		

**A STRONG EMOTIONAL BOND BETWEEN INFLUENCER AND FOLLOWER**

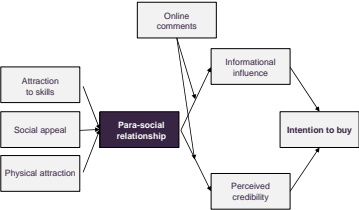
The follower develops a sense of familiarity and intimacy with the media personality, even if the relationship is fictitious and one-sided. This is the parasocial relationship.

The parasocial relationship is a form of one-way relationship between a person and a media personality who is unaware of the person's existence.

The parasocial relationship is formed when the person follows the media content on social media. The relationship is reinforced by identification, a feeling of closeness or admiration for the person's talents, appearance or personality.

The parasocial relationship can play an important role in identity formation and in the emotional well-being of the person experiencing it.

This concept, which has its origins in the analysis of the fan relationships of actors and TV presenters, is the subject of a great deal of research work in the United States.



**How parasocial relationships work in marketing**

Su B-C, Wu L-W, Chang Y-Y-C, Hong R-H. Influencers on Social Media as References: Understanding the Importance of Parasocial Relationships. Sustainability. 2021

<https://www.emerald.com/insight/content/doi/10.1108/INTR-12-2021-0903/full.html>

**EXECUTIVES AS KEY INFLUENCERS**

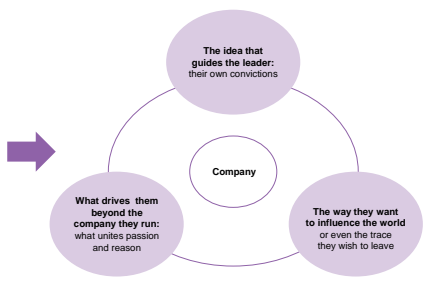
As fundamental vectors of their company's reputation, they must develop an editorial line around an idea that guides them, at least on LinkedIn.

We've gone from personal branding to leader advocacy. The number of executives active on Twitter and LinkedIn has exploded (see Angie's annual study entitled "Top 100 digital leaders").

<https://www.qualiquanti.fr/wp-content/uploads/2023/07/Angie-Top100-Leadership-Digital-1.pdf>

Nicolas Bordes works with TBWA to help leaders build their media profile. He stresses the importance of defining a personal branding platform that reflects the leader's qualities beyond the company.

<https://podcasts.apple.com/fr/podcast/le-nicolas-bordes-le-cv-cv-ge-hue-eh-awedid1605405661?i=1000090368773>




**VIRTUAL AMBASSADORS: A LASTING BRAND EMBODIMENT**

These are lasting, memorable and controlled images of the brand (vs. more versatile human influencers or collaborators, who can change direction).

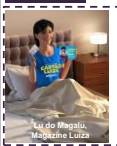
**VIRTUAL INFLUENCERS**

Characters created by teams (often artist collectives), with a storytelling (life, commitment). They collaborate with several brands.



**VIRTUAL BRAND AMBASSADORS**


Characters created by the brand, with a storytelling (life, commitment). They promote the brand alone.



**Short-term collaborations**

**DIGITAL MODELS**


Generations of humans in digital form (not a copy of anyone in particular).



**Long-term collaborations**

**AVATARS**

Virtual selves, cloning a human person.



[https://www.qualiquanti.fr/wp-content/uploads/2023/11/QualiQuanti\\_Influence-MediasSociaux.pdf](https://www.qualiquanti.fr/wp-content/uploads/2023/11/QualiQuanti_Influence-MediasSociaux.pdf)



# WHAT IS A HIGH-PERFORMANCE QR CODE?

An overview of QR codes, with hundreds of examples analyzed in France and abroad.

**RÉSERVEZ**  
LEBONMARCHÉ.COM  
24, RUE DE SÈVRES, PARIS 7<sup>e</sup>

Savoir utiliser  
une affilureuse  
C'EST PAR ICI !  
www.systemed.fr/915080

**HYPERCONDRIQUE**  
est un podcast de Santé  
magazine, sur Deezer,  
Spotify, Apple Podcast et  
Google podcast.  
À retrouver  
chaque quatrième  
mardi du mois.

**VOTRE GUIDE  
DES ANIMATIONS**  
Votre guide des animations  
garde tout son savoir-faire en matière  
d'informations concrètes avec  
l'agenda des animations,  
les rendez-vous permanents,  
les visites guidées & pépites locales,  
les contacts professionnels...

**WHAT IS A  
HIGH-PERFORMANCE  
QR CODE?**  
Qualitative study underwriting 2023

**POUR LIRE  
VOTRE GUIDE**  
SCANNEZ-NOUS

Pour connaître tous les montants  
de Ma Prime Rénov, rendez-vous  
sur [dossierfamilial.com/montants-ma-prime-renov](https://www.dossierfamilial.com/montants-ma-prime-renov)

**QUALIQUANTI**  
CREATIVE INTELLIGENCE

**THE QR CODE IS NOW EVERYWHERE**  
It goes where the user is, and offers a here-and-now experience.

**COMMERCIAL SPACE**  
Stores  
Supermarkets  
Restaurants, cafés, bars  
Hotels

**PUBLIC SPACE**  
Streets, parks  
Town halls, libraries, schools  
Museums, galleries, castles  
Bus shelters, train and metro stations

**PRIVATE SPACE**  
At home  
At work

What's a high-performance QR code?  
19

**QUALIQUANTI**  
CREATIVE INTELLIGENCE

**THE IDEAL VEHICLE FOR BRAND & PRODUCT CONTENT**  
The QR code reproduces the qualities expected of branded editorial content:

Informative, cultural, practical or entertaining content

Desirable content that consumers consult on their own initiative (vs. imposed content)

Content signed and promoted by the brand with an editorial promise

**BRAND CONTENT**

Free content, interesting before it's interesting, a gift from the brand

An experience that implies an investment of time on the part of the public: it's up to the brand to give value for money.

What's a high-performance QR code?  
18

**QUALIQUANTI**  
CREATIVE INTELLIGENCE

**PERCEIVED BENEFITS OVER PAPER MEDIA**  
QR Code is more ecological, complete, durable and hygienic than paper

**+ ECOLOGICAL**  
It reduces paper waste by limiting the printing and reprinting of ephemeral documents.  
"It's also very good for the planet, as it avoids printing product catalogs (supermarkets) that are out of date within a week, flyers."

**+ COMPLETE**  
It allows you to use all digital formats and functionalities (video, image, keyword search, history), and increase the volume of information.  
"We have access to a much greater amount of information than on a flyer or any paper document, the nature of the documents too, video, images, links."

**+ DURABLE**  
It is evolutionary and can be updated. It can be stored and will not spoil.  
"That's why I put it on my business card. It's to keep it up to date and not have to print it out 40,000 times."

**+ HYGIENE**  
It avoids handling media touched by other users.  
"It's more hygienic not to pass behind 1,000 people."

**QR CODE (vs. paper)**

What's a high-performance QR code?  
13

**QUALIQUANTI**  
CREATIVE INTELLIGENCE

**CARREFOUR INVITES YOU TO RECEIVE ITS CATALOG ON YOUR MOBILE**  
By choosing the reception channel (Carrefour application, Messenger, WhatsApp, e-mail, SMS)

**Dui**  
pour recevoir nos catalogues sur votre téléphone.

Flasher ce QR Code pour choisir votre canal de réception

Je veux recevoir mon catalogue par ...

Télécharger l'application Carrefour

Messenger

WhatsApp

D'autres moyens: E-mail, SMS, ...

Ne manquez plus les promotions Carrefour

Si vous souhaitez modifier votre numéro de téléphone, rendez-vous dans votre compte

Je refuse et je valide mon téléphone

Je refuse et j'ai choisi un autre canal de communication

High tech Routes connectées à vos services 30% 299

What's a high-performance QR code?  
25

**QUALIQUANTI**  
CREATIVE INTELLIGENCE

**IN CENTRAL PARK, STATUES DEFEND WOMEN'S RIGHTS**

**WOMEN'S RIGHTS PIONEERS**  
Savannah Truth, Susan B. Anthony and Elizabeth Cady Stanton

Without the talking statues

Talking Statues

Choose language

Español English

<https://www.centralparknyc.org/articles/womens-rights->

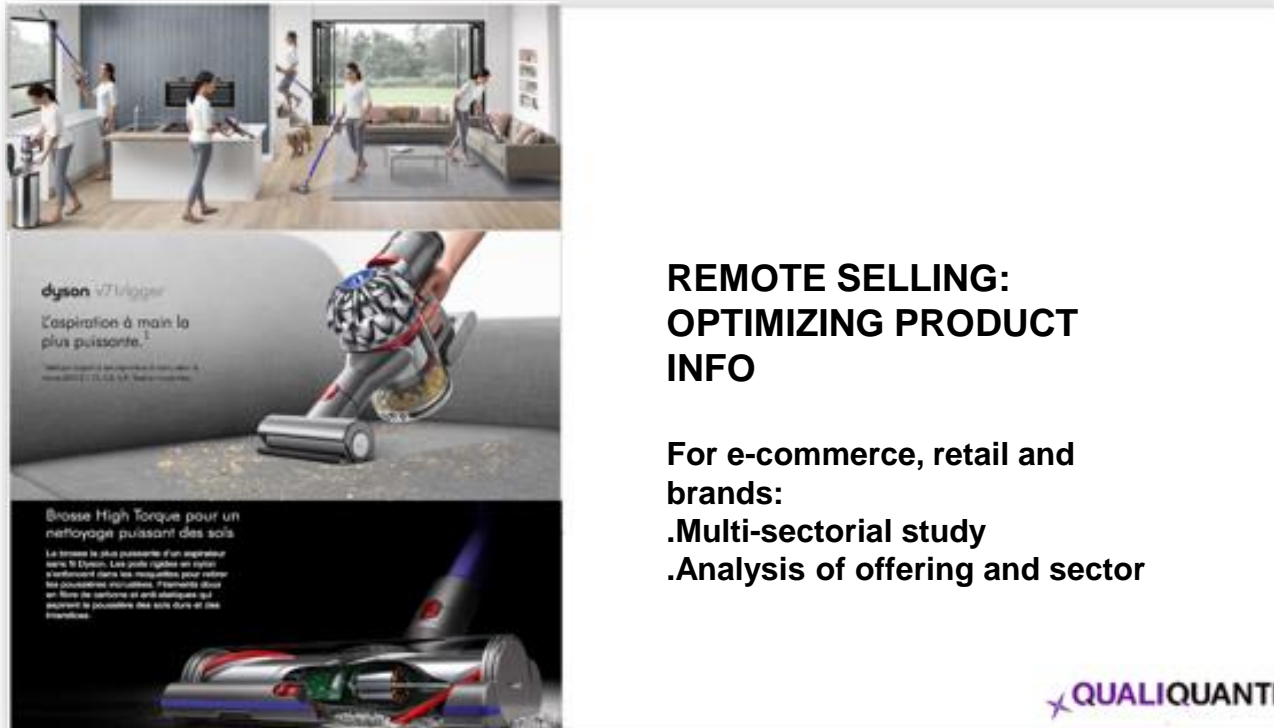
What's a high-performance QR code?  
17

**QUALIQUANTI**  
CREATIVE INTELLIGENCE



# PRODUCT CONTENT: THE KEYS TO SUCCESSFUL PRODUCT SHEETS

As pioneers in the fields of Brand Content and Product Content, we analyze examples and help brands communicate online.



[Underwriting study on product sheets](#)

## PRODUCT CONTENT?

Du contenu éditorial pour choisir et utiliser les produits et services :  
observatoire et analyses

[Product content blog](#)

# MORE DELIVERABLES...



# IBIS STYLES, AN INSPIRATION BOOK TO SHARE

Trend books on best practices around the world.



- [Life Styles Mag #2](#)
- [Life Styles Mag #3](#)
- [Life Styles Mag #4](#)
- [Life Styles Mag #5](#)
- [Life Styles Mag #7](#)



# PUBLICATIONS: GUIDING BRANDS THROUGH NEW CHALLENGES

Pioneering research, with best practices by sector and location. They bring together numerous sources of illustrated inspiration.



Pop-up stores white paper



Brand Locations, Yellow Pages



Customer reviews guide, Yellow Pages



# GREETING CARDS 2023 AND 2022 IN VIDEO AND PDF REPLAY MODE



Focus on QR codes and virtual worlds

[Video greetings card 2023 \(5'30\)](#)

[Presentation](#)



Focus on innovative digital screens and formats

[Video greetings card 2022 \(7'07\)](#)

[Presentation](#)



# CONTACTS

**Daniel BÔ – Founder & CEO**  
[daniel.bo@qualiquanti.com](mailto:daniel.bo@qualiquanti.com)

**Pierre GAILLARDON - Research Director**  
[pgaillardon@qualiquanti.com](mailto:pgaillardon@qualiquanti.com)

**Claude-Emmanuelle COURATIER - Consulting Manager**  
[cecouratier@qualiquanti.com](mailto:cecouratier@qualiquanti.com)



12 bis rue Desaix, 75015 PARIS

01.45.67.62.06

Site : [www.qualiquanti.com](http://www.qualiquanti.com)