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WHAT OUR DELIVERABLES LOOK LIKE

Take ownership of results with well-designed deliverables

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**

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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

Explanations

Analysis details

BREAD BUYING IS ALSO MULTI-CHANNEL

Consumers combine distribution channels according to their respective advantages

BAKERIES	GMS

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

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QUALIQUANTI
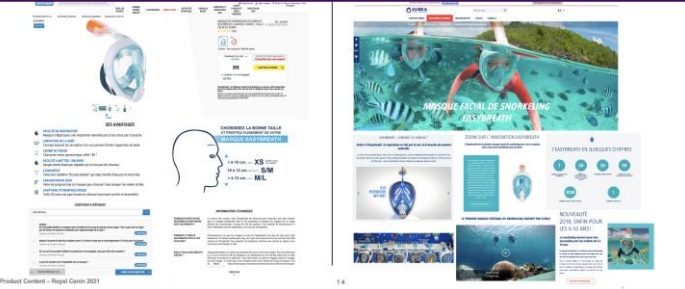CREATIVE INTELLIGENCE

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.
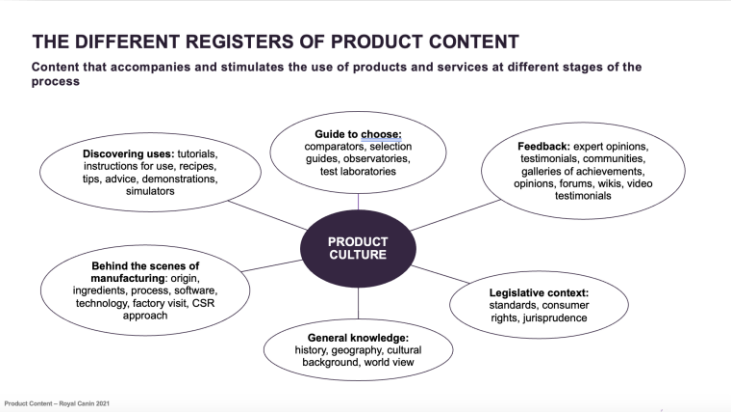

Product Content sequence

3. VISUALS THAT MAKE SENSE

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

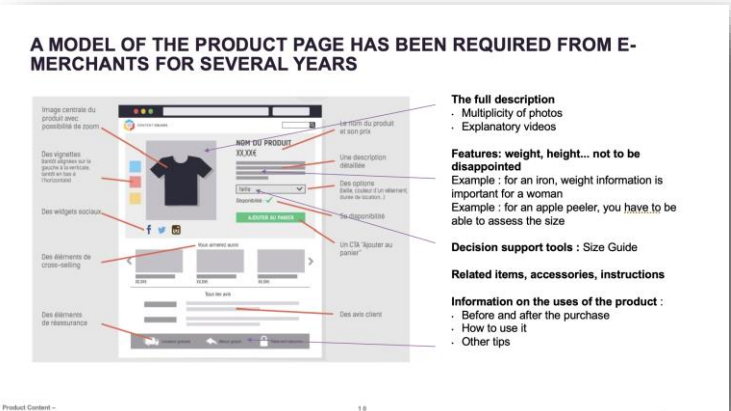**Consumer photos with commentary**

Explanatory diagram

Frieze

Table

Explained image

Graphic communication of results

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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.

Result from the title and headline

Information with dashes, keywords in bold

Intuitive color coding

Clear, concise sentences

Captioned images

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.

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5. QUANT: HIGHLIGHTING KEY RESULTS

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

Key data

Trend highlighted

Intuitive color coding: green for up, red for down
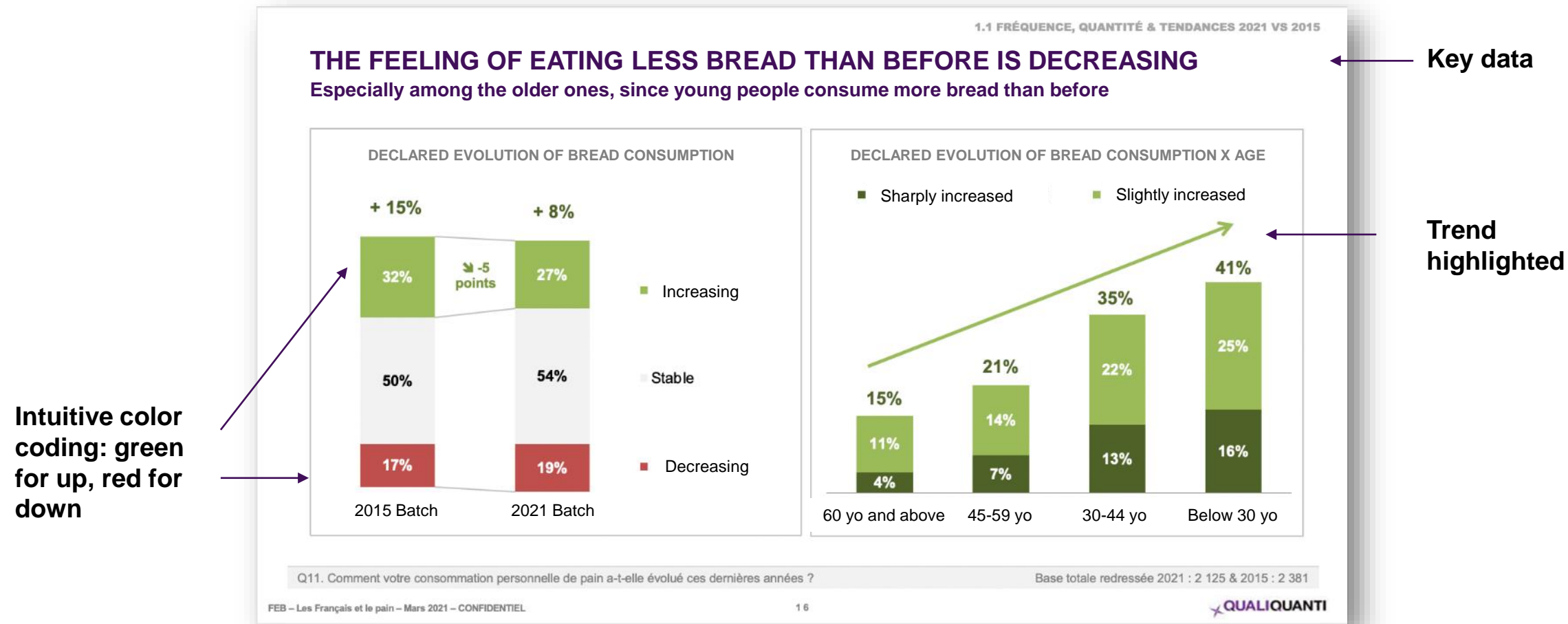
6. VIDEO RECORDING OF REPORT AND RAW DATA ACCESS

Video replay of results and expert presentations. Documentary watch, note-taking, videos, etc. available.
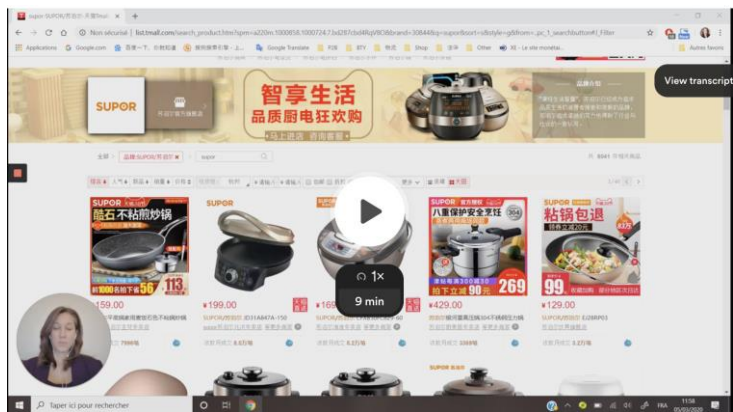
Replay of presentations, visios and analysis sessions:

Illustrated note-taking in Google doc format and document monitoring

YouTube channel with filmed consumer feedback or documentary monitoring:

Slidecast product content presentation

Corpus Frichti

Pop-up store watch

Supor live on Tmall.com

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

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

DANIEL BÔ

BIG QUALI

LA PUISSANCE DES ÉTUDES QUALITATIVES À L'ÈRE DU BIG DATA

DUNOD

Chapitre 10

Diffuser des résultats vivants et inspirants

En 30 ans, la technologie a permis de passer de rapports d'étude, dont le texte était à 100 % tapé à la machine, et qui étaient diffusés sur des transparents rétroprojetés, à des supports visuels intégrant des photos, du son et des vidéos. Au-delà du livrable, il faut anticiper l'appropriation des résultats et la transformation de l'analyse en plan d'actions.

Plusieurs commanditaires d'études interrogés lors de la préparation de ce livre regrettent la trop faible évolution dans les livrables et attendent plus d'impact et de modernité. La présence de données qualitatives massives pose des défis majeurs à la restitution des résultats d'étude :

- transmettre du matériel vivant et stimulant : enregistrement du réel avec la photo et la vidéo ;
- rendre digeste une grande quantité d'informations collectées (verbatims, photos, exemples, études) ;
- rendre les livrables facilement appropriables par les clients : le storytelling, les enregistrements et *workshops* peuvent y contribuer.

161

378428ETC_BO.indb 161   15/12/2021 08:22:30

Download chapter 10 of the book
BIG QUAL

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

BIGQUALI.COM
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À L'ÈRE DU BIG DATA

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AN OVERVIEW OF OUR DELIVERABLES

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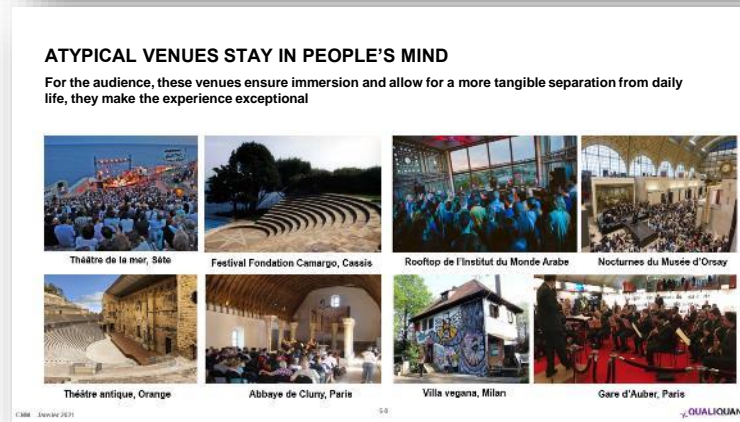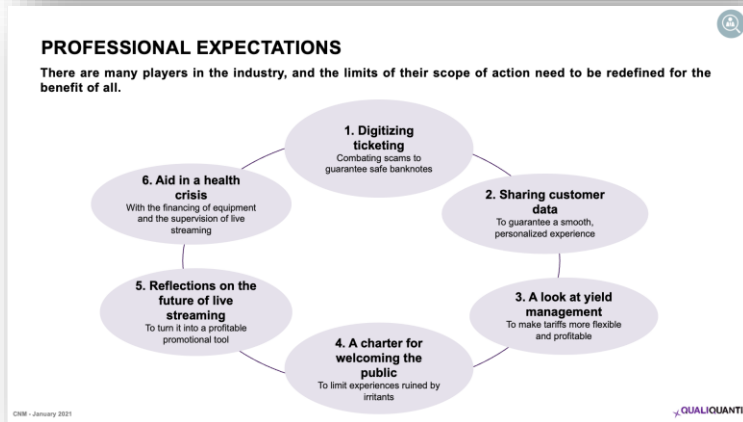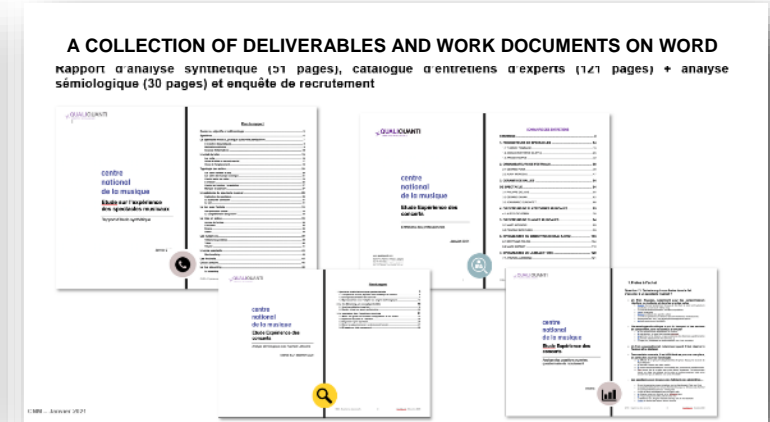
THE LIVE EXPERIENCE: FROM TICKET PURCHASE TO VENUE COMFORT

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.

Illustrated study report on the musical performance experience (PowerPoint format)
Study report on the musical performance experience (Word format)

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THE BAKERY SECTOR: DEVELOPMENTS AT A GLANCE

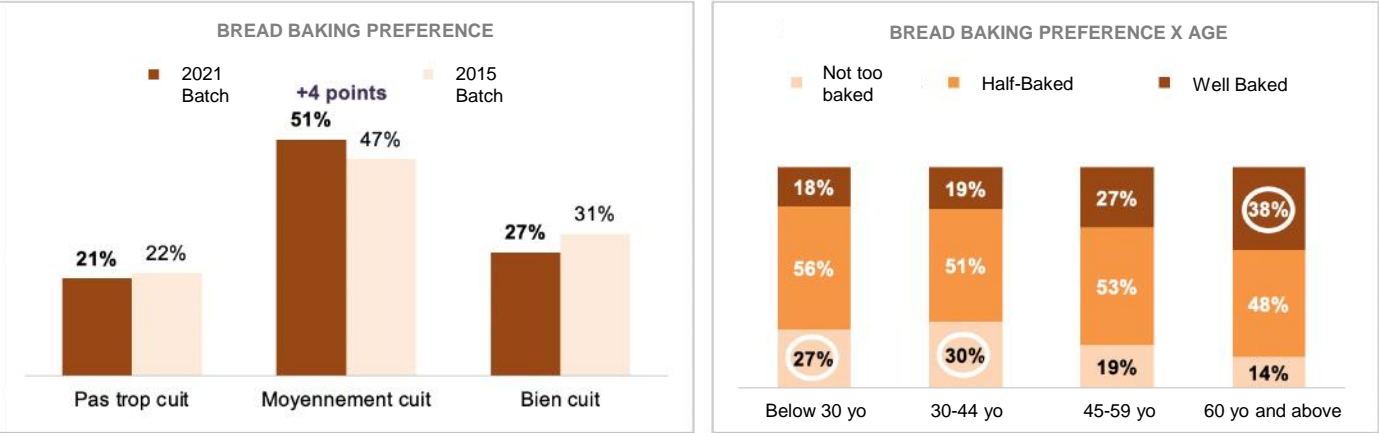**Bread consumption analyzed by segment, time, type, place of purchase... with illustrated graphs and clear color coding.**

THE FRENCH AND BREAD: 5 YEARS LATER

Présentation des résultats de l'étude

8 Avril 2021

QUALIQUANTI

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

3-2 CRITÈRES DE CHOIX EN MATIÈRE DE PAIN – LABELS & FILIÈRES

PREFENCE CONFIRMED FOR HALF-BAKED BREAD

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

BREAD BAKING PREFERENCE

- 2021 Batch
- 2015 Batch

+4 points

	Pas trop cuit	Moyennement cuit	Bien cuit
2021	21%	51%	27%
2015	22%	47%	31%

BREAD BAKING PREFERENCE X AGE

- Not too baked
- Half-Baked
- Well Baked

	Below 30 yo	30-44 yo	45-59 yo	60 yo and above
Well Baked	18%	19%	27%	38%
Half-Baked	56%	51%	53%	48%
Not too baked	27%	30%	19%	14%

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

FEB – Les Français et le pain – Mars 2021 – CONFIDENTIEL   6 8

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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.
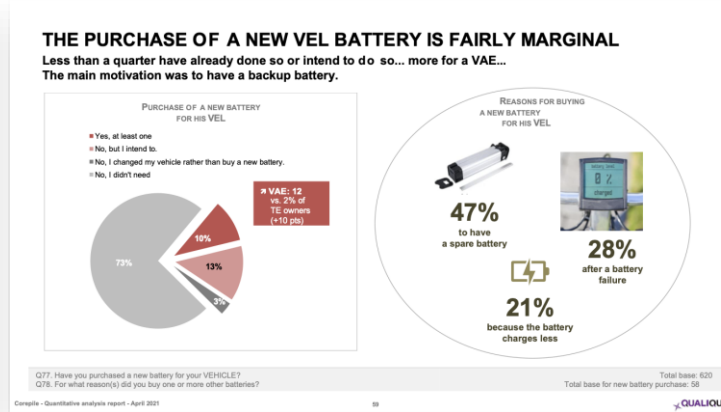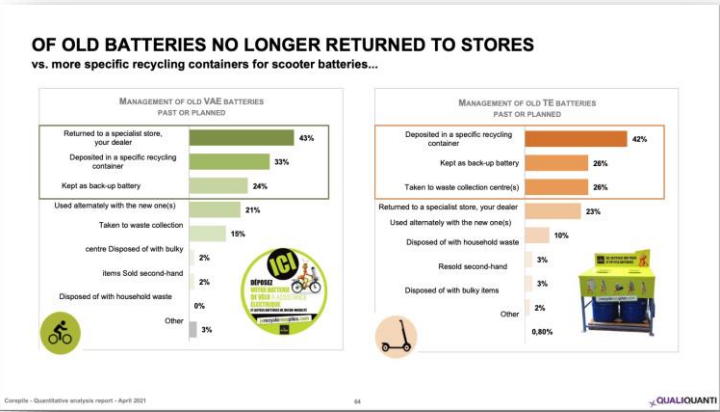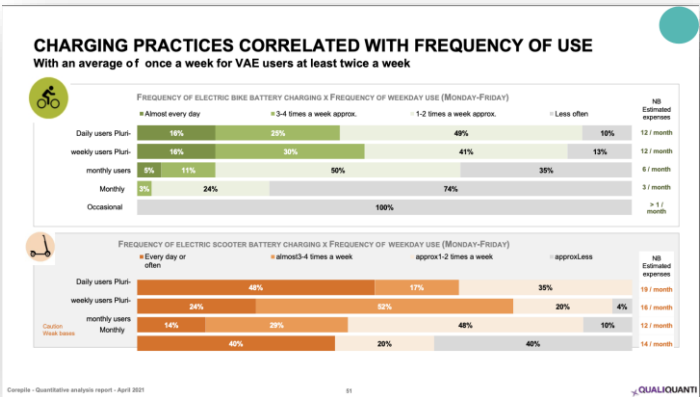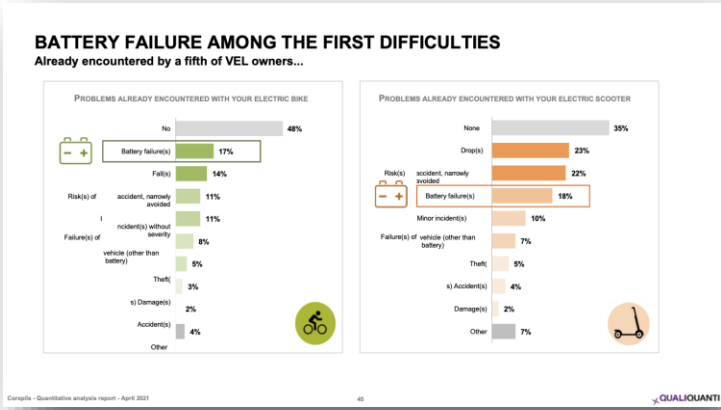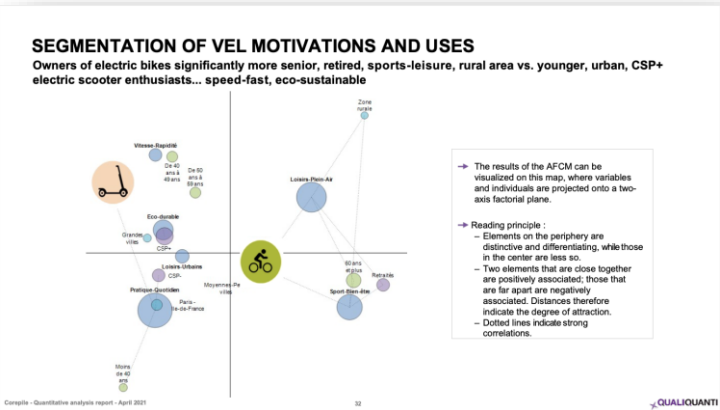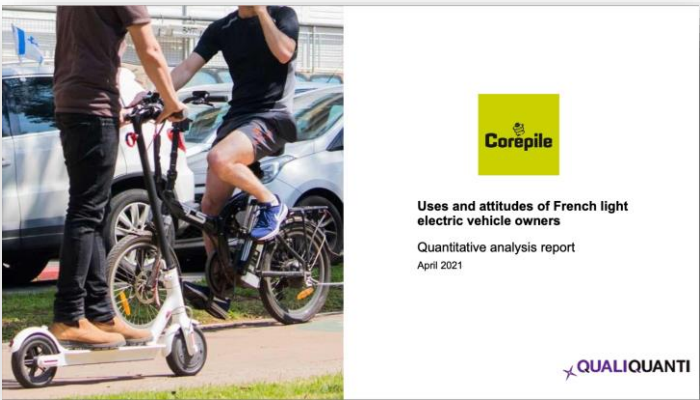
Study report on U&A for light electric vehicles

What do our deliverables look like?

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.

RESTAURANTS: HOW TO DO TAKE-AWAY & DELIVERY BETTER

Rapport d'analyse des tendances sur la restauration à l'ère post-Covid 19

Juin 2020

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

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AUDITING FRICHTI'S BRAND CULTURE: DEFINING A BRAND IDENTITY

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

How Food Tech revolutionizes the way we feed : case study of Frichti

Semiological and cultural audit

Juin 2018

[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

What do our deliverables look like?

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INFLUENCE-BRANDS: KEYS TO A STRATEGIC COLLABORATION

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

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INFLUENCERS & BRANDS

KEYS TO STRATEGIC COLLABORATIONS

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

October 2023

Image source: https://www.charlotteugc.com

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

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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.

### 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.
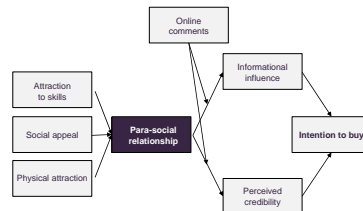
How parasocial relationships work in marketing
Su B-C, Wu L-W, Chang Y-Y-C, Hong R-H. Influencers on Social Media as References: Understanding the Importance of Parasocial Relationships. *Sustainability*. 2021

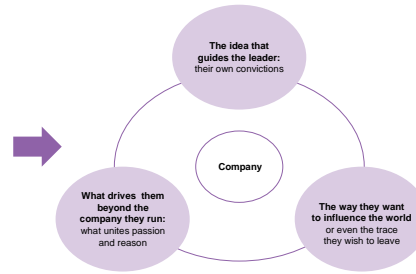https://www.emerald.com/insight/content/doi/10.1108/INTR-12-2021-0903/full/html

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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 Bordas 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/ro/podcast/34-nicolas-bordas-lid%C3%A9e-qui-tue-nft-inside/id1605405661?i=1000590368717)

- The idea that guides the leader: their own convictions
- What drives them beyond the company they run: what unites passion and reason
- Company
- The way they want to influence the world or even the trace they wish to leave

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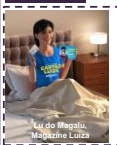### VIRTUAL AMBASSADORS: A LASTING BRAND EMBODIMENT

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 — Long-term collaborations

DIGITAL MODELS

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

AVATARS

Virtual selfies, **cloning a human person.**

Reference : Muriel Ballayer | founder KOL me Iconic

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https://www.qualiquanti.fr/wp-content/uploads/2023/11/QualiQuanti_Influence-MediasSociaux.pdf

What do our deliverables look like?

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WHAT IS A HIGH-PERFORMANCE QR CODE?

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

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.

REMOTE SELLING: OPTIMIZING PRODUCT INFO

For e-commerce, retail and brands:
.Multi-sectorial study
.Analysis of offering and sector

Product content blog
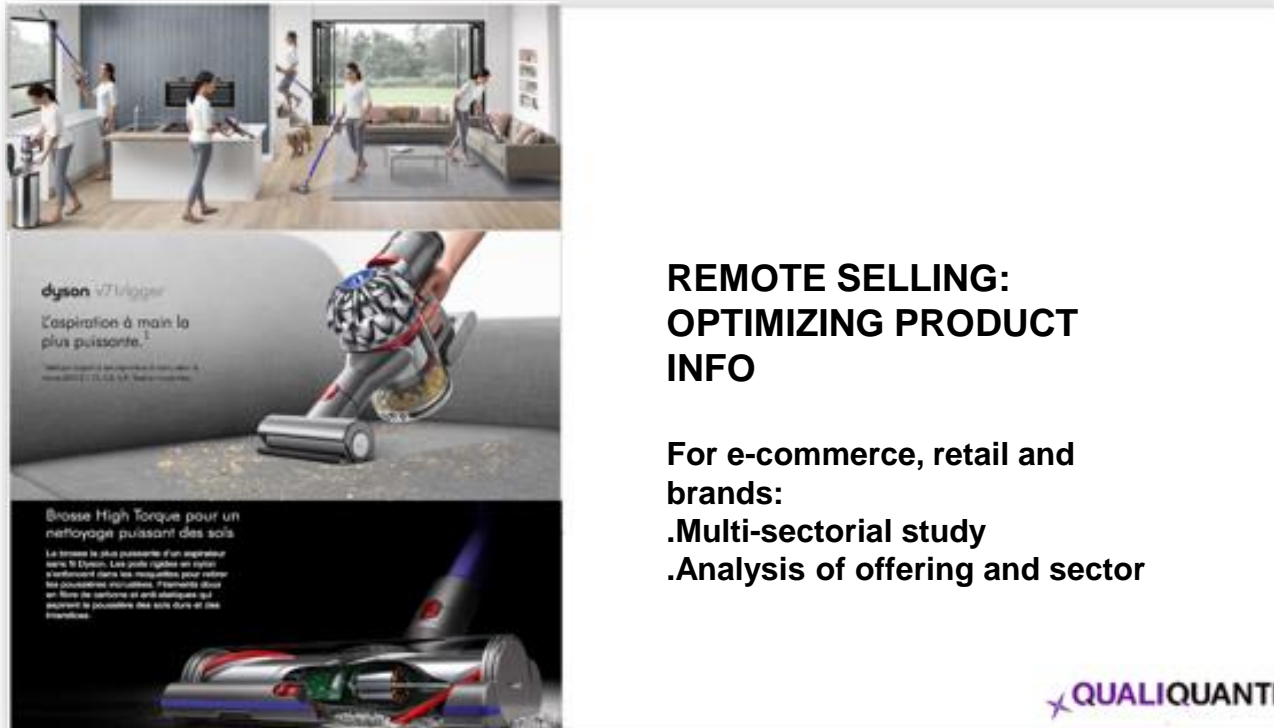
Underwriting study on product sheets

MORE DELIVERABLES...

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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

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