

**MMR's industry-leading quantitative research practices and qualitative research methodologies deliver clear, focused insights to inform business decisions.**

As strategists with decades of qualitative and quantitative research experience, we have a proven ability to:

- uncover deep insights into human needs and desires
- provide quantitative dimension
- define actionable recommendations

Whether using qualitative research to inform quantitative research or augmenting quantitative research with a qualitative deep dive, get the best of both with results that provide clear next steps.

**Qualitative research amplifies quantitative results.**

We dive deeper with empathy, establish context for everything, and design the right methodologies to provide the answers you need.

## The MMR Qualitative Research Advantage



### Proven Experience

Extensive research and consulting experience across industries.



### Actionable Insights

Relevant and clear insights that drive business decisions and support growth.



### Innovative Approaches

Method-agnostic approach to identify the best research solution to specific business challenges.



### Strategic Clarity

The continuity of joint quantitative/qualitative studies ensures a deliberate method design, seamless transitions, and a clear path forward.

## Consultative Approach

We operate as your strategic partner to deliver the results you need, when you need them.

## Purpose Driven

We filter project noise and focus on the project's North Star to deliver actionable insights.

## Clarity

We keep all stakeholders focused and informed.

## Efficiency

We streamline timelines and optimize budget dollars.

## Confidence

We deliver confidence in decision-making with insights ready for implementation.

## Through a purpose-driven approach, we inspire confidence in decision making across industries.

Fortune 500 and small business clients alike trust our qualitative research insights. Our methods help us understand:



**Emotional  
Connection**



**Brand  
Perception**



**Consumer  
Journeys**



**Attitudes  
and Usage**



**Customer  
Segments**



**Impactful  
Messaging**



**Product  
Usage**



**Decision  
Making**

## Addressing your business needs.

Our proprietary methodologies and systems inform your business decisions and how to best meet your customers' needs.

- Developing Brand Equity Pyramids
- Bringing Consumer Segments To Life
- Uncovering a Human Truth to Inspire Creative Ad Campaigns
- Helping with Idea/Concept Development
- Gaining Better Insight into Jobs To Be Done
- Comparing/Contrasting Brand Enthusiasts vs. Non-Users

- Uncovering Attitudes and Usage Behaviors to Help Development of Quantitative A&Us
- Defining Brand Personas and Brand Images
- Getting Feedback on New Product Prototypes
- Journey Mapping
- Purchase Hierarchies



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**Ready to start the  
conversation?  
Let's connect.**



[mmrresearch.com/qualitative](https://mmrresearch.com/qualitative)