

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.**



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