



Ipsos Understanding UnLtd.

**IF YOU
BELIEVE
ETHNOGRAPHY
ONLY HAPPENS IN HOME
YOU'RE MISSING OUT ON
THE FASTEST GROWING
FORM OF COMMUNICATION**



QualText™ techno ethno

It's a world of instant communication – anytime, anywhere. Ipsos Understanding UnLtd. gives clients the real-time information they need to answer critical business questions. Consumers are online, texting, and blogging, and we help clients leverage those forums to communicate with them, understand them, and uncover deep insights from them.

QualText is part of our suite of innovative in-context and ethnographic offerings, which includes QualSpace and QualBlog. All are designed to add significant depth and richness to qualitative learnings.

QualText is to Ethnography what Online was to Traditional Qualitative Research

Text messaging is the fastest growing mode of communication today, with over 75 billion texts sent every month in the U.S. alone. It is also a compelling

forum for understanding in-the-moment, actual (versus intended) behaviours, decision processes, and emotions.

Put Mobile Phones to Work!

QualText allows our qualitative research consultants to chat with consumers in their natural habitats – and in their most relaxed states. It also allows researchers to travel with consumers throughout the day, the weekend, or the month.

And with QualText, there is virtually no limit to the type of research you can do. Talk with consumers about eating habits *during* the lunch hour. Understand computer use at the office while participants are at *work*. Learn more about TV viewing, online shopping, sporting event attendance, and more – while consumers are *there*, and regardless of geographic location or time of day.

Engagement Flexibility

Each QualText study is completely customized and extremely flexible. Engage consumers on a predetermined schedule, allow for free-flow of responses, even instruct respondents to answer questions at specific times (such as when encountering your product or service in-store and in real-time).

We Take Care of the Details

As with any other type of research Ipsos Understanding UnLtd. provides to our clients, we coordinate all QualText.

Find Out More! Contact:

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