

REDEYE

SNAPPY ONLINE QUALITATIVE FEEDBACK



RED EYE from RED C provides you with a platform to get rapid qualitative feedback on all of your marketing issues in a highly cost effective way. RED EYE is an invaluable tool for advertising development, concept feedback and anywhere you need richer qualitative verbatim feedback.

Red Eye

The RED Eye product is an online tool for obtaining real-time qualitative verbatim feedback on a particular issue or topic.

RED C initially sends out an invite to a sample of people that match the relevant target group of interest. Using our RED C Live online panel of 22,000 people, we can pinpoint the right people for you.

Participants are directed to a community portal that allows them to give us feedback on the specific topic in question. This can be in response to a piece of stimulus, such as advertising or a new product idea that we can show them before inviting them to feedback. A RED EYE project will include a series of five open questions to which participants provide in-depth verbatim responses that cover the range of questions asked.

Between 75 and 200 eligible respondents typically take part but this can be tailored to meet your specific needs. With results delivered within a matter of days this allows for rapid in-depth feedback..

Application

RED EYE is ideally placed to assist with most qualitative applications, however many of our RED EYE projects have been conducted in the following areas:

- / Advertising Pre-testing and Concept Development,
- / Product Proposition Development,
- / Passions and Sponsorship Understanding,
- / “Big Issue” attitudinal response,
- / Behavioural Understanding.

We are effectively collecting direct feedback in response to your questions, but more importantly we are gathering invaluable consumer stories to provide you with a much deeper understanding of the issue at hand.

Deliverables

Once our RED EYE target sample has been reached and feedback received, we will provide you with verbatim feedback the next day. Typically assignments will take just 3-4 days to delivery of these verbatim responses.

Two days after this we will compile an analysis and a short report of these responses to identify key emerging themes and highlight selected verbatim comments.

While RED EYE is not a replacement for the depth you get from a set of group discussions, as it can only include 5-6 questions on one clear topic, it does allow you to get quick, robust, qualitative consumer feedback on your key marketing issues in a highly cost effective way.



REDC

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