



WHAT DO OUR DELIVERABLES LOOK LIKE ?

Taking ownership of results with well-designed deliverables

Image by Freepik

6 PRINCIPALES FOR CLEAR, INSPIRING DELIVERABLES

Objective: to engage attention and make insights easy to adopt

- 1. AN INFORMATIVE TITLE WITH AN EXPLANATORY HEADLINE**
- 2. MULTIPLE LEVELS OF READING : QUICK OVERVIEW OR IN-DEPTH ANALYSIS**
- 3. MEANINGFUL VISUALS**
- 4. EFFECTIVE COMMUNICATION OF INFORMATION USING JOURNALISTIC TECHNIQUES**
- 5. QUANT: HIGHLIGHTING KEY RESULTS**
- 6. VIDEO RECORDING OF THE REPORT AND ACCESS TO RAW DATA**

1. AN INFORMATIVE TITLE WITH AN EXPLANATORY HEADLINE

Slides structure the information: the title delivers the main result, the subtitle clarifies it, and the rest of the slide illustrates it. This hierarchy makes quick reading easier.”

Key result

BREAD BUYING IS ALSO MULTI-CHANNEL

Consumers combine distribution channels according to their respective advantages

Explanations

Analysis details

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

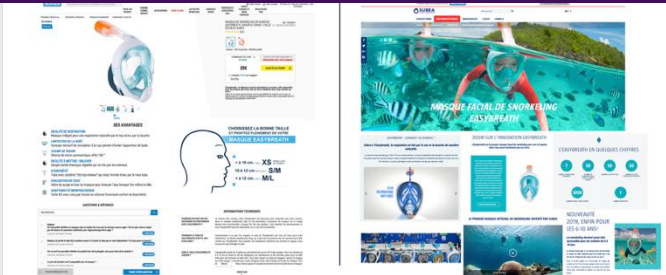
2. MULTIPLE LEVELS OF READING : QUICK OR IN-DEPTH

The report can be understood simply by reading the sequence of headings. The rest of the analysis allows for a deeper dive into specific points.

TWO LOGICS: PRODUCT PAGE AND BRAND SPACE


The example of the Easybreath mask from Subea on Decathlon.fr (product page) and on Subea.fr (brand space)

DECATHLON.FR SUBEA.FR




THE NEED FOR CLARITY AND OBJECTIVITY ON PRODUCT PAGES

On the decathlon.fr sales site, there is a duty of rationality for the information to be credible. No tribute of the brand, but factual content and tools to help you choose: the product logic is rational vs. emotional, otherwise it can trigger suspicion.



ON THE BRAND SITE, A MORE EMOTIONAL REGISTER

On the Subea brand website, we have a very argued, colourful and illustrated presentation of Easybreath with an empathetic tone: the brand atmosphere aims at persuading emotionally. We expect aesthetically pleasing, culturally interesting content.



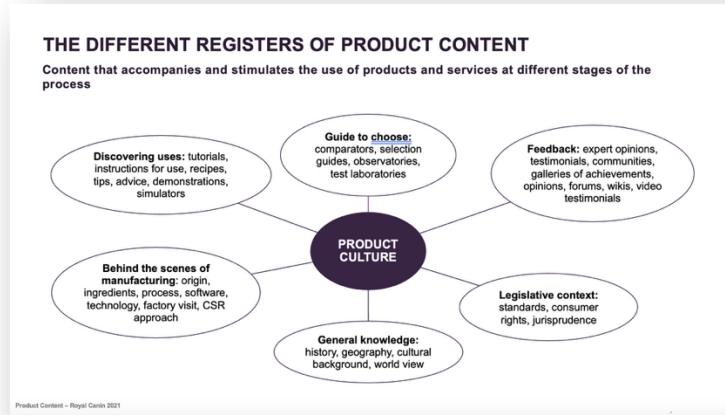
Product Content sequence

3. MEANINGFUL VISUALS

We favor realistic visuals: photos from monitoring or consumers, annotated product images, graphs and diagrams...



Consumer photos with comments



Explanatory diagram

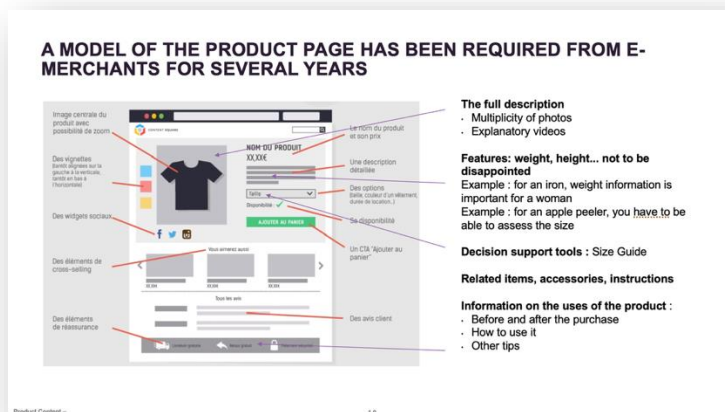


Timeline

TWO LOGICS: PRODUCT PAGE AND BRAND SPACE
Product content differs depending on whether it is part of a purchasing process or a brand presentation

	E-COMMERCE PRODUCT PAGE	BRAND SPACE
PLACE OF EXPRESSION	On the merchant site and in the brand's store	Dedicated space on the merchant site (the brand talks to you), store, pages on the brand site
PHYSICAL WORLD	Multi-brand, product on the shelf, catalog	Brand store, corner, pop-up store
VISUAL CODES	White background, clarity, factual, analytical, guided tour, 360° image, diagram, quotations, crossed out price	Colored background, ambiance, visual, holistic, panorama, visual lifestyle
LOGIC	Rational, guarantee of honesty Convincing Details, technical performance, benefits, quality/price Logic of the isolated object, demonstration of use	Emotional, aesthetic and sensory universe Seducing History, stylistic universe, ethics, global approach, gratifying dimension (place of pleasure) Logic of brand culture and range
FUNCTION	To facilitate comparison with other objects To choose and examine	Singularity of the product and/or brand universe To situate oneself within the range

Table



Annotated image



Visual communication of results

4. EFFECTIVE USE OF JOURNALISTIC TECHNIQUES

Each slide focuses on a key result and gets straight to the point. The analysis remains concise, using precise, concrete wording.

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.

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

4 5

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Result from the title and headline

Information presented as bullet points, keywords in bold



Intuitive color coding

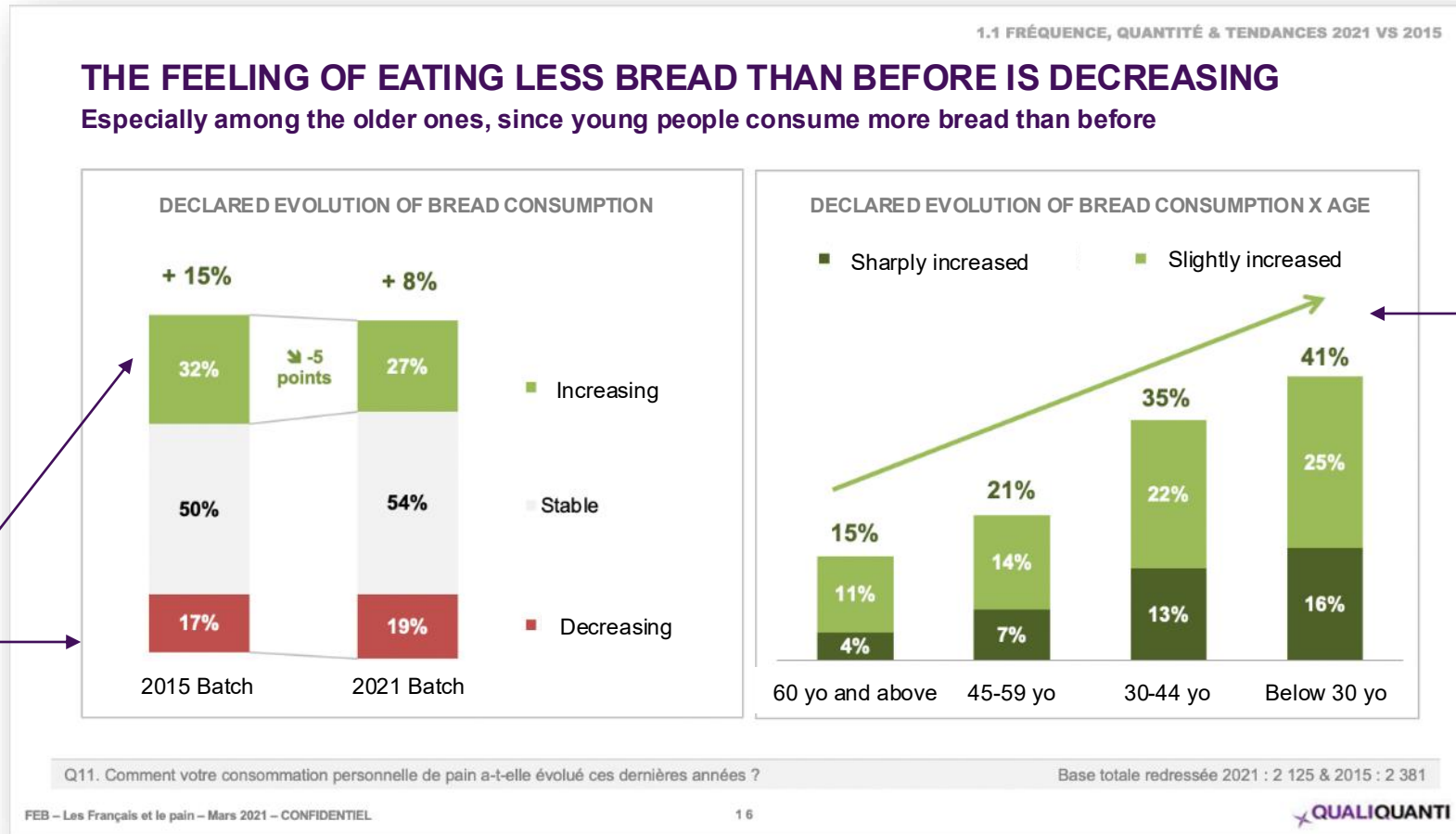


Clear, concise sentences

Captioned images

5. QUANT: HIGHLIGHTING KEY RESULTS

Colour coding and visuals make the statistics clear. Key data and analysis stand out immediately.



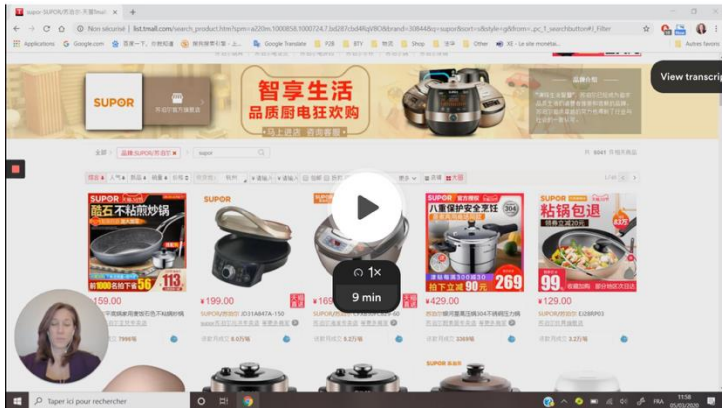
Key data

Trend highlighted

Intuitive color coding: green for up, red for down

6. VIDEO RECORDING OF REPORT AND ACCESS TO RAW DATA

Video replay of the presentation and expert contributions. Access to monitoring materials, notes, videos, and more.



Replay of presentations, video meetings and analysis sessions:

[Product content presentation slidecast](#)

[Live debrief of Supor on Tmall.com](#)



Illustrated note-taking in Google doc format and document monitoring

[Frichti Corpus](#)

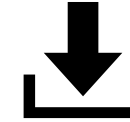
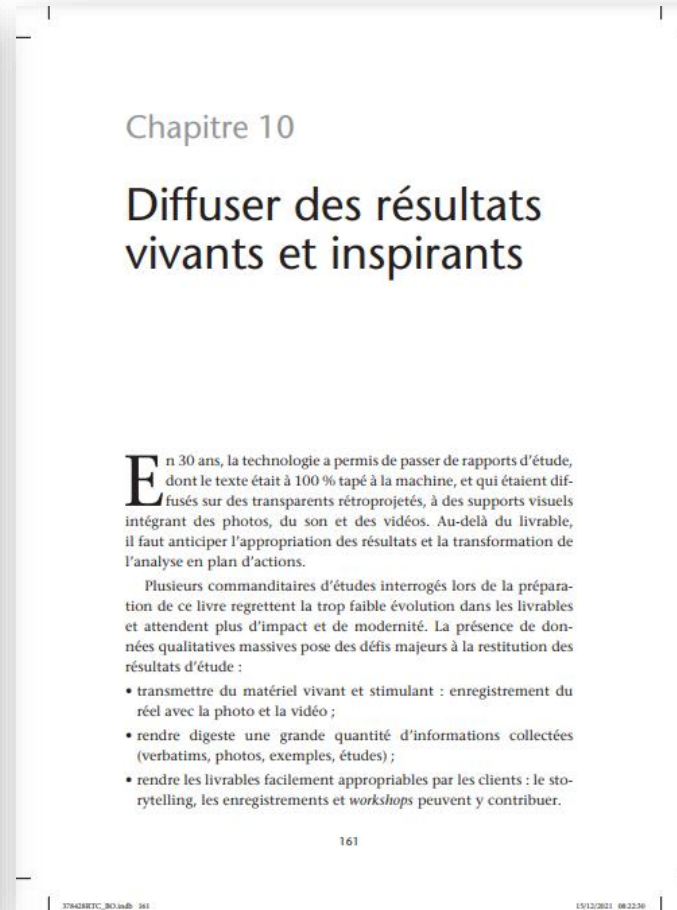
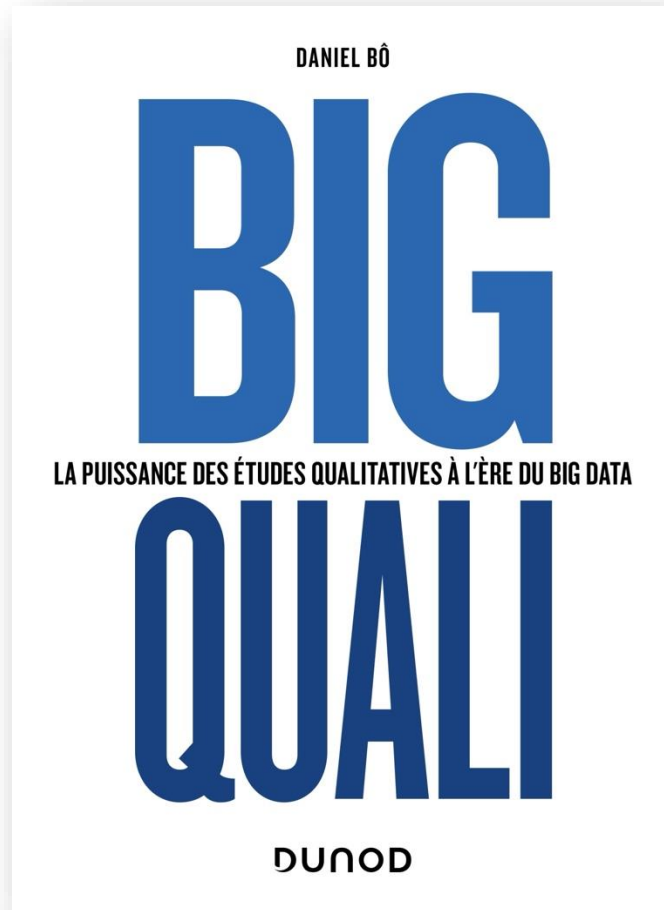


YouTube channel with filmed consumer feedback or monitoring materials:

[Pop-up store watch](#)

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

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



[Download chapter 10 of the book
BIG QUALI](#)

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

BIGQUALI.COM
LA PUISSANCE DES ÉTUDES QUALI
À L'ÈRE DU BIG DATA



AN OVERVIEW OF OUR DELIVERABLES



THE LIVE EXPERIENCE: FROM TICKET PURCHASE TO VENUE COMFORT

Explore all dimensions of the customer experience from purchasing the ticket to the consumption of live entertainment: listening to consumers, interviewing experts and conducting a semiological audit.



cNM Centre national de la musique

THE EXPERIENCE OF MUSICAL SHOWS

Study report

April 2022

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IN-DEPTH METHODOLOGY

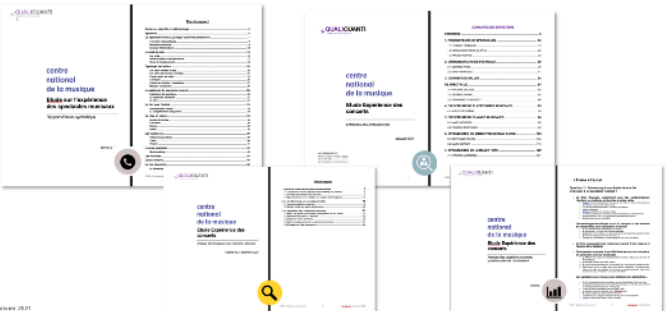
The aim is to bring together the perspectives of consumers, experts and semiological analysis to understand all facets of the musical performance experience and anticipate its evolution.

Documentary watch	Listening to consumers	Expert interviews	Semiological audit
	<ul style="list-style-type: none"> Self-administered questionnaire, 2 WhatsApp forums (2 X 12 people) then 3 web-discussions Collection of videos, images and testimonials Discussion of general points and specific examples, following the viewer's path. Progressive, in-depth analysis method 	<ul style="list-style-type: none"> Interviews with 15 industry experts (producers, venue managers, festival organizers, etc.). Identification of key issues for understanding the customer experience and the sector. Discussion of the experience's potential for improvement and future development 	<ul style="list-style-type: none"> Raphaël Lellouche's in-depth semiological analysis Identifying key areas for consideration Highlighting the specifics of the spectator experience Work on the distinction between genres, between live and streaming

QUALIQUANTI

A COLLECTION OF DELIVERABLES AND WORK DOCUMENTS ON WORD

Rapport d'analyse synthétique (51 pages), catalogue d'entretiens d'experts (121 pages) + analyse sémiologique (30 pages) et enquête de recrutement



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PROFESSIONAL EXPECTATIONS

There are many players in the industry, and the limits of their scope of action need to be redefined for the benefit of all.




- 1. Digitizing ticketing**
Combating scams to guarantee safe banknotes
- 2. Sharing customer data**
To guarantee a smooth, personalized experience
- 3. A look at yield management**
To make tariffs more flexible and profitable
- 4. A charter for welcoming the public**
To limit experiences ruined by irritants
- 5. Reflections on the future of live streaming**
To turn it into a profitable promotional tool
- 6. Aid in a health crisis**
With the financing of equipment and the supervision of live streaming

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ATYPICAL VENUES STAY IN PEOPLE'S MIND





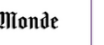



For the audience, these venues ensure immersion and allow for a more tangible separation from daily life, they make the experience exceptional



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MULTIPLE, FRAGMENTED SOURCES OF INFORMATION

Spectators have to obtain information from a multitude of media, both physical and digital, local and national, without being able to see the whole picture.

Information sources	Physics	Digitales
	word of mouth, newspapers, magazines, posters, shop windows, leaflets	website, blogs, social networks, newsletter, show, trailer
Local by the venue, the town, the local media	Word of mouth, shop fronts, Morris columns 	Local news sites, venue newsletters  
National by national media, box offices, artists and specialized critics	Magazines and newspaper reviews  	Review sites, specialized programs, ticketing sites   

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[Illustrated study report on the musical performance experience \(PowerPoint format\)](#)
[Study report on the musical performance experience \(Word format\)](#)

BAKERIES: A SNAPSHOT OF SECTOR EVOLUTION

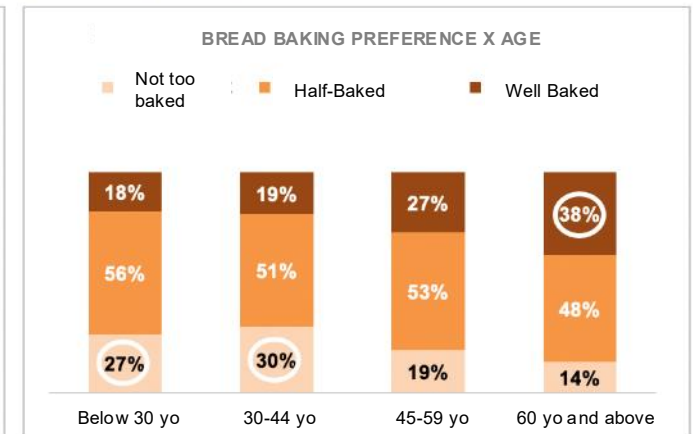
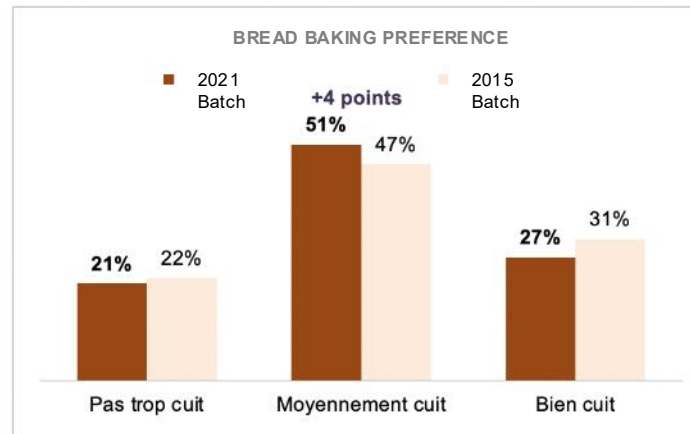
Bread consumption analyzed by segment, occasion, type, point of purchase... with illustrated graphs and clear color coding.



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

PREFERENCE CONFIRMED FOR HALF-BAKED BREAD

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



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 :


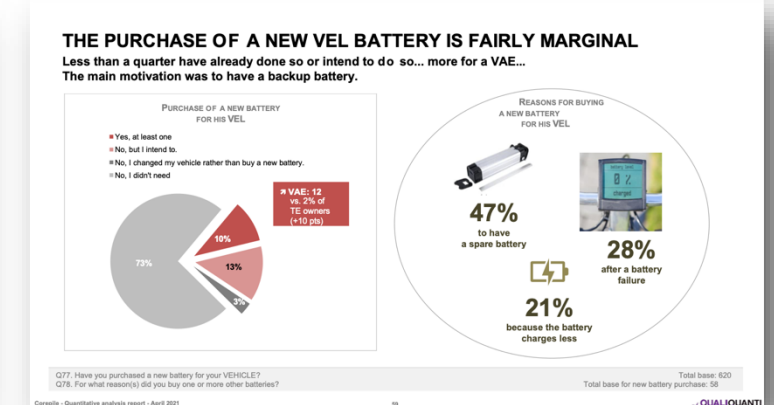
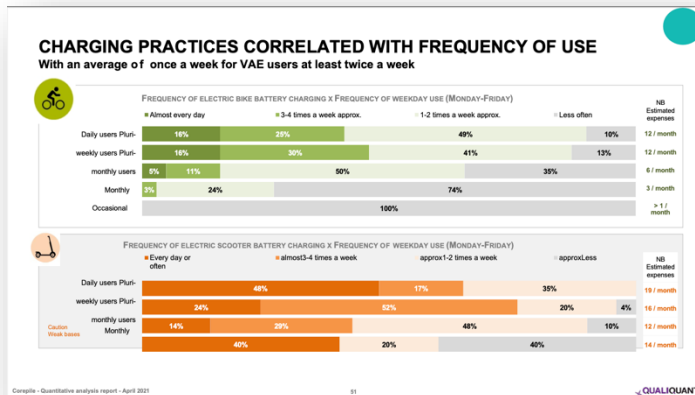
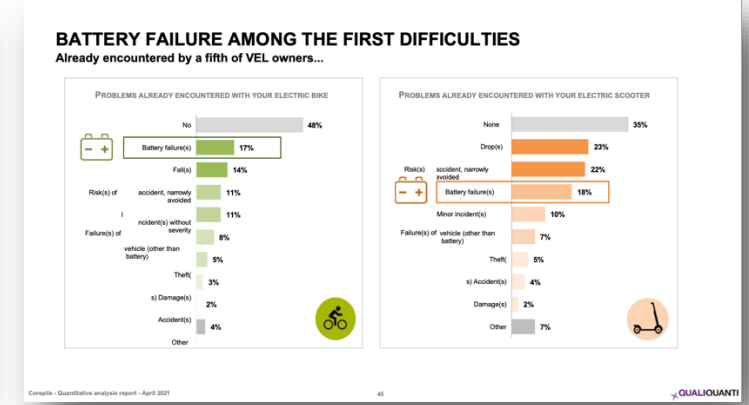
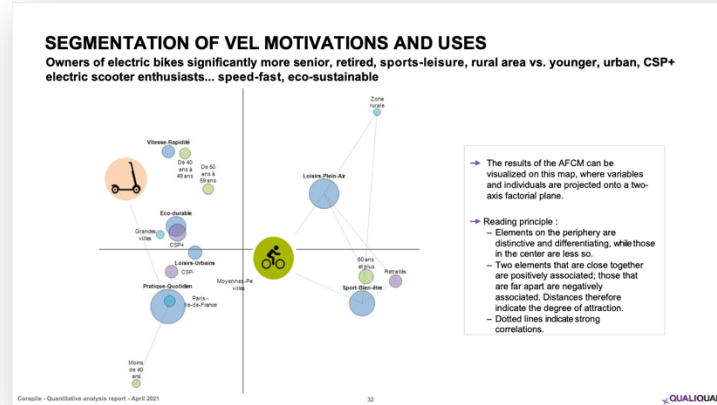
Base totale redressée 2021 : 2 125 & 2015 : 2 381

LIGHT ELECTRIC VEHICLES: QUANT STUDY ON USAGE & ATTITUDES

A typology of uses & sociodemographic profiles based on multiple correspondence factor analysis. A systematic comparison of electric bike vs. electric scooter usage.



Uses and attitudes of French light electric vehicle owners
 Quantitative analysis report
 April 2021

Study report on U&A for light electric vehicles

TAKEAWAYS: A PHOTO REPORT FOR INSPIRATION

Packed with 1,000+ real-world examples and updated each season, the trend book keeps pace with the latest shifts in the foodservice industry



 [Restaurant trend book on take-away 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 a semiological decoding carried out by Raphaël Lellouche.



[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 SUBSCRIPTION STUDIES



INFLUENCE-BRANDS: KEYS TO A STRATEGIC COLLABORATION

The drivers of effectiveness in influencer marketing and social media, explored through a Big Qual approach



INFLUENCERS & BRANDS

KEYS TO STRATEGIC COLLABORATIONS

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

October 2023

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Image source: <https://www.charlottetoug.com>

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

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.

Technological platforms and solutions	Talent, micro-influencer, TikTok, international agencies	UGC agencies
Findly, skwad, yoo, kolsquare, tagger, DEMOOZ, upfluence, traackr, HEMBLEM, Influence by You, AdAlong, trnd, metapic, SKEEPERS, VOGZ, REECH, AKWAI	WOÓ, INFLUENS, anekdote, SOCIALCUT, FORT CLAIR, GROWK, CTZ, BINÔME, eYeka, JIN, SOPHIE CANDAU, Hivency, ADMS, studio playground, KATAL, social playground, CTZ, LINOV, obviously, CON TNT, BlackInfluencers, COSMIC	creator hub, neads, Takema, ADSTORYS, ARTYZON, kick ads

A STRONG EMOTIONAL BOND BETWEEN INFLUENCER AND FOLLOWER

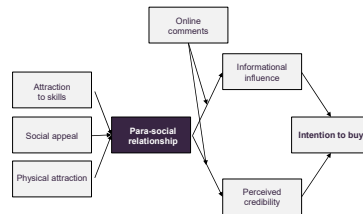
The follower develops a sense of familiarity and intimacy with the media personality, even if the relationship is fictitious and one-sided. This is the parasocial relationship.

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.



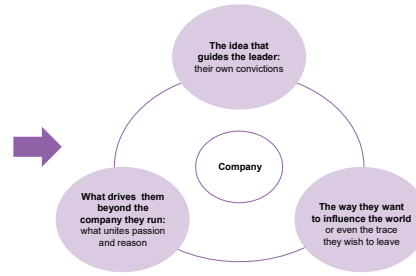
How parasocial relationships work in marketing
Su B-C, Wu L-W, Chang Y-Y-C, Hong R-H. Influencers on Social Media as References: Understanding the Importance of Parasocial Relationships. Sustainability. 2021
<https://www.emerald.com/insight/content/doi/10.1108/INTR-12-2021-0903/full/html>

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.quali-quant.com/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://www.tbwaworld.com/insights/2023/03/20/2023-03-20-nicolas-bordas-leadership-advocacy>



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	VIRTUAL BRAND AMBASSADORS
<p>Characters created by teams (often artist collectives), with a storytelling (life, commitment). They collaborate with several brands.</p> <p>Imma Gram</p> <p>Lu do Magalhães</p>	<p>Characters created by the brand, with a storytelling (life, commitment). They promote the brand alone.</p> <p>Ariana Grande</p>
<p>Short-term collaborations</p> <p>DIGITAL MODELS</p> <p>Generations of humans in digital form (not a copy of anyone in particular).</p> <p>Shudu Gram</p>	<p>Long-term collaborations</p> <p>AVATARS</p> <p>Virtual selves, cloning a human person.</p>

WHAT MAKES A QR CODE EFFECTIVE?

An overview of QR codes, with hundreds of examples analysed in France and internationally.

RÉSERVEZ
LEBONMARCHÉ.COM
24, RUE DE SÈVRES, PARIS 7^e

Savoir utiliser une affilieuse C'EST PAR ICI !
www.systemed.fr/915080

HYPERCONDRIQUE
est un podcast de **Sanré** magazine, sur Deezer, Spotify, Apple Podcast et Google podcast.
À retrouver chaque quatrième mardi du mois.

VOTRE GUIDE DES ANIMATIONS
Votre guide des animations garde tout son savoir-faire en matière d'informations concrètes avec l'agenda des animations, les rendez-vous permanents, les visites guidées & pépites locales, les contacts pratiques...

POUR LIÉER VOTRE GUIDE
SCANÉZ-NOUS

Flasher-moi
pour connaître tous les montants de Ma Prime Rénov, rendez-vous sur [Dossierfamilial.com/montants-ma-prime-renov](https://www.dossierfamilial.com/montants-ma-prime-renov)

WHAT IS A HIGH-PERFORMANCE QR CODE?
Qualitative study underwriting 2023

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THE QR CODE IS NOW EVERYWHERE
It goes where the user is, and offers a here-and-now experience.

COMMERCIAL SPACE

- Stores
- Supermarkets
- Restaurants, cafés, bars
- Hotels

PUBLIC SPACE

- Streets, parks
- Town halls, libraries, schools
- Museums, galleries, castles
- Bus shelters, train and metro stations

PRIVATE SPACE

- At home
- At work

What's a high-performance QR code? 19

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THE IDEAL VEHICLE FOR BRAND & PRODUCT CONTENT
The QR code reproduces the qualities expected of branded editorial content:

Desirable content that consumers consult on their own initiative (vs. imposed content)

Informative, cultural, practical or entertaining content

Content signed and promoted by the brand with an editorial promise

BRAND CONTENT

Free content, interesting before it's interesting, a gift from the brand

An experience that implies an investment of time on the part of the public: it's up to the brand to give value for money.

What's a high-performance QR code? 18

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PERCEIVED BENEFITS OVER PAPER MEDIA
QR Code is more ecological, complete, durable and hygienic than paper

+ ECOLOGICAL
It reduces paper waste by limiting the printing and reprinting of ephemeral documents.
"It's also very good for the planet, as it avoids printing product catalogs (supermarkets) that are out of date within a week, flyers."

+ COMPLETE
It allows you to use all digital formats and functionalities (video, image, keyword search, history), and increase the volume of information.
"We have access to a much greater amount of information than on a flyer or any paper document, the nature of the documents too, video, images, links."

+ HYGIENE
It avoids handling media touched by other users.
"It's more hygienic not to pass behind 1,000 people."

+ DURABLE
It is evolutionary and can be updated. It can be stored and will not spoil.
"That's why I put it on my business card. It's to keep it up to date and not have to print it out 40,000 times."

QR CODE (vs. paper)

What's a high-performance QR code? 13

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CARREFOUR INVITES YOU TO RECEIVE ITS CATALOG ON YOUR MOBILE
By choosing the reception channel (Carrefour application, Messenger, WhatsApp, e-mail, SMS)

BEST PRACTICE

Flasher ce QR Code pour choisir votre canal de réception

High tech Restos connectés à vos entrées 399€ 299€

Je veux recevoir mon catalogue par ...

- Messenger
- WhatsApp
- D'autres moyens : E-mail, SMS...

Pour recevoir vos catalogues via ce canal, vérifiez ou complétez vos coordonnées :

Ne manquez plus les promos Carrefour

Si vous souhaitez modifier votre numéro de téléphone, rendez-vous dans votre espace client

Je refuse et choisis un autre canal de communication

What's a high-performance QR code? 25

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IN CENTRAL PARK, STATUES DEFEND WOMEN'S RIGHTS

WOMEN'S RIGHTS PIONEERS
Sovereign Truth, Susan B. Anthony and Elizabeth Cady Stanton

Download the Talking Statues app

Talking Statues

Choose language

Español English

<https://www.centralparknyc.org/articles/womens-rights->

What's a high-performance QR code? 26

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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 effectively online.

**REMOTE SELLING:
OPTIMIZING PRODUCT
INFO**

**For e-commerce, retail and
brands:**

- .Multi-sectorial study
- .Analysis of offering and sector

QUALIQUANTI



[Subscription study on product sheets](#)

PRODUCT CONTENT ?

Du contenu éditorial pour choisir et utiliser les produits et services :
observatoire et analyses

[Product content blog](#)

MORE DELIVERABLES...



IBIS STYLES TRENDS, AN INSPIRATION BOOK TO SHARE

Trend books on best practices from around the world.



- [Life Styles Mag #2](#)
- [Life Styles Mag #3](#)
- [Life Styles Mag #4](#)
- [Life Styles Mag #5](#)
- [Life Styles Mag #7](#)



L'utilisation créative de la lumière permet de rendre ce lieu à la fois extravagant et élégant, à l'image des créations de Stella Cadente.

1. Des luminaires en fibres de verre à LED descendent du plafond et changent de couleurs.
2. Les lampes "Medusa", qui sont également disponibles à la vente.
3. Dans la salle à manger, plusieurs vitrines à l'apparence de fenêtres simulent la lumière d'un lever de soleil.
4. La lumière découpée dans de la toile noire évoque de la végétation.
5. Des appliques en forme de têtes d'animaux, comme des ombres chinoises.
6. Un dessin de femme apparaît dans la chambre "Joker" grâce au néon de lumière noire.



PUBLICATIONS: GUIDING BRANDS THROUGH NEW CHALLENGES

Pioneering research featuring best practices by sector and location, bringing together a wealth of illustrated sources of inspiration.



Pop-up stores white paper



Place Branding, Yellow Pages



Customer reviews guide, Yellow Pages



2023 AND 2022 NEW YEAR GREETINGS IN VIDEO AND PDF FORMATS



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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