



# **MARKET RESEARCH: TURNING INSIGHTS INTO LEVERS FOR ACTION**

Image by Freepik

# QUALIQUANTI, RESEARCH INSTITUTE

"For studies that give meaning and identify levers for action", by Daniel Bô, CEO

QualiQuanti is an independent institute that offers tailor-made solutions based on a portfolio of methods. Our credo? To carry out ambitious studies with **lean, efficient methods**. And to be transparent: sharing study progress as it unfolds and opening access to raw data and working documents.

Our signature, "**Creative intelligence**"? It reflects an inventive, ever-evolving approach to methods that fosters original and relevant solutions.

In a positivist society that treats figures as sacred, QualiQuanti remains firmly rooted in the human sciences and interdisciplinarity. Our team places culture, emotion, and the senses at the forefront — with images and video as key tools.

Observatories, international monitoring, expert interviews, cultural analysis, usage exploration, crowdsourcing... So many fruitful methodologies to fuel creativity !

A good study should surprise, give food for thought and generate exciting results.

The name "QualiQuanti" heralds our desire to combine the best of qualitative and quantitative approaches. The challenge? Combining micro and macro lenses to explore a subject from all angles. We combine rigor and data expertise with qualitative sensitivity for in-depth quantitative research. Why are our studies rich in *insights*? Thanks to our "Big Quali" approach, which generates an abundance and diversity of data. Cf. the Big Quali blog: <https://bigquali.com/>.

What's QualiQuanti all about? To decipher the levers of adherence (or performativity) to a product or brand; to understand what will encourage targeted audiences to take action. These studies explore how and why a person adheres to a brand, adopts a behaviour via a consumer choice, or identifies with a cultural model. Consumption is a stage for expressing individuality. To "perform" is to excel in a practice, reinvent a use, or adhere to a vision. Understanding "performativity" means identifying the essence of success and the right areas for transformation.

[In the book \*Brand Culture\*, see the chapter on "performativity".](#)

## OUR ADDED VALUE

- 1. OUR PANELS - PROPRIETARY & ONLINE**
- 2. OUR METHODOLOGY - A WIDE RANGE OF TOOLS**
- 3. OUR DELIVERABLES - OPERATIONAL & ILLUSTRATED**
- 4. OUR TEAM - MULTIDISCIPLINARY AND EXPERIENCED**
- 5. OUR PUBLICATIONS & RESEARCH - MEDIA, BRANDS, RETAIL...**
- 6. OUR CSR COMMITMENT - IN-HOUSE EXPERTISE**
- 7. OUR REFERENCES - MULTI-SECTOR - 35 YEARS OF EXPERIENCE**



# 1. OUR PANELS - PROPRIETARY & ONLINE

## 350,000 FRENCH-SPEAKING PANELLISTS

(France, Belgium, Switzerland, Maghreb, Sub-Saharan Africa...)



**Quality of recruitment sites (visios, forums, face-to-face) and online surveys.**

**Flexibility, responsiveness, speed of implementation with raw results at D+3.**

**Detailed answers to open questions and strong involvement in qualitative fieldwork.**

## 50,000 ENGLISH-SPEAKING PANELLISTS

(International)



**Over 100 countries covered.**

**Ability to recruit for multi-country online qualitative studies.**

## 2. OUR METHODOLOGY - A WIDE RANGE OF TOOLS TO COMBINE

### QUAL & BIG QUAL

- 360° assessment of brand, company and management
- Communication, social media, product and service testing
- Online communities, forums
- UX design and editorial UX
- BtoB and expert studies
- Creative workshops
- quali-quantit® surveys
- Creation of customized panels

### TRENDS & SEMIOTICS

- Observatories and trend books
- Semio-live® semiotic and cultural audits
- Brand platform and brand culture audit

### INTERNATIONAL

- Multi-country studies
- Cross-cultural studies and bicultural interviews
- Ethnic marketing

### QUANT & DATA

- Uses and behaviour with segmentation, typology
- Customer and brand assessment with market perspective, importance, performance matrix
- Sequential monadic testing of names, packs, concepts, etc.
- In-room innovation testing, longitudinal testing at home
- Price evaluation via PSM (Price Sensitivity Measurement)
- Joint Trade-Off analysis with market simulation

# OUR LARGE-SCALE MULTIFOCAL APPROACH - BIG QUALI



## DONNÉES QUALITATIVES À GRANDE ÉCHELLE : POURQUOI ET COMMENT LES EXPLOITER ?

À l'heure du Big Data, toute marque a accès à une masse de données qualitatives (photos, vidéos, témoignages, etc.). Mais comment produire et exploiter cette matière sans s'y noyer ?

La réponse réside dans le Big Quali, méthode qui rend les études qualitatives plus riches et attractives au travers du numérique. À la clé :

- des échantillons plus importants (forums, communautés, veille sur les réseaux sociaux) ;
- des durées d'interrogation longues (jusqu'à plusieurs semaines) ;
- des interactions enrichies par des logiciels, capteurs, caméras, etc.

La force du Big Quali ?

- Générer des données quali massives et diversifiées, en coopération avec les consommateurs – à condition de savoir les stimuler.
- Bénéficier d'une multitude de points de vue indépendants et d'une vision globale.
- Généraliser des règles à partir d'une vue panoramique alliée à une analyse culturelle en profondeur.
- Accéder à un résumé illustré d'une quantité d'observations et de vécu.

Le Big Quali, c'est offrir une vision omnisciente, qui fait le tour d'une réalité, dans un temps et un budget limités. Une façon de générer les fameux *insights* (éclaircs de compréhension), sources d'innovation et de créativité.

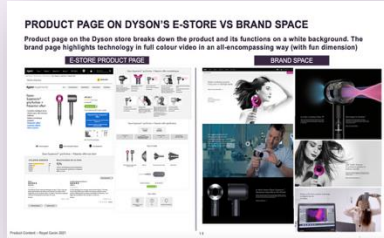


[Click here to download the first 50 pages of the book \*Big Quali\*](#)

# 3. OUR DELIVERABLES - OPERATIONAL & ILLUSTRATED

Objective: to capture attention and enable smooth, intuitive adoption

1. An informative title, an explanatory cap.
2. Several reading levels: quick or in-depth.
3. Visuals that make sense.
4. Effective transmission of information using journalistic techniques.
5. Recording of video reports.



Consumer photos with commentary

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

	E-COMMERCE PRODUCT PAGE	BRAND SPACE
<b>PLACE OF EXPRESSION</b>	On the merchant site and in the brand's catalog	Dedicated space on the merchant site (the brand takes it to you), store pages on the brand site
<b>PHYSICAL WORLD</b>	Multi-brand, product on the shelf, catalog	Brand store, counter, pop-up store
<b>VISUAL CODES</b>	White background, clarity, factual, analytical, guided tour, 360° image, diagram, quotations, crossed-out price	Colored background, ambience, visual, holistic, panorama, visual lifestyle
<b>LOGIC</b>	Rational, guarantee of honesty, Comparing Details, technical performance, benefits, qualifications Logic of the assisted object, demonstration of ...	Emotional, aesthetic and sensory universe Seduction History, stylistic universe, ethics, global approach, gratifying dimension (place of pleasure) Logic of brand culture and range
<b>FUNCTION</b>	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



Explanatory diagram



Explained image



Frieze



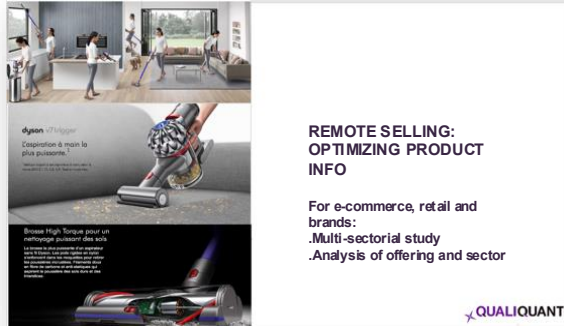
Graphic communication of results

To learn more about our deliverables : [https://www.quali-quanti.com/wp-content/uploads/2025/10/QualiQuanti\\_Deliverables.pdf](https://www.quali-quanti.com/wp-content/uploads/2025/10/QualiQuanti_Deliverables.pdf)

# OUR STUDIES - FOUR EXAMPLES



[Qualitative study combining market watch, online community, expert interviews and live semiotics](#)



[Subscription study on product content](#)



[Qualitative & quantitative study combining focus groups, quantitative survey \(large representative sample\)](#)



[Quantitative study of the "uses and behaviour" type](#)



Click to  
download  
these  
examples

## 4. OUR TEAM - MULTIDISCIPLINARY & EXPERIENCED



**Daniel Bô**  
CEO and Founder

HEC, SciencesCom



**Claude-Emmanuelle Couratier**  
Consulting Director

ISC



**Pierre Gaillardon**  
Research Director

CELSA, IFP



**Raphaël Lellouche**  
Semiology Consultant

Associate Professor of  
Philosophy



**Philippe Berthelot**  
Consultant

HR Expert



**Carla Bouis**  
Director of Semiotics Studies

ESSEC, École du Louvre



**Eléonore Hourt**  
Senior Researcher

Master 2 Sociology  
Master 2 Political Science

**PROFESSIONALS** committed to producing actionable deliverables, with a strong understanding of business challenges.

**Profiles** with degrees in social sciences, humanities, philosophy, art history, semiology, foreign languages & civilizations and journalism.

**DIVERSE profiles**, bringing experience across a wide range of sectors and issues.

# 5. OUR PUBLICATIONS & RESEARCH - MEDIA, BRANDS, RETAIL...

## NEW MEDIA



## BRAND & COMMUNICATION



## LOCATION & RETAIL



Sense of place

C'EST QUOI UN QR CODE PERFORMANT ?



LE POTENTIEL CRÉATIF ET INFORMATIF DE L'AFFICHAGE DIGITAL



**PRODUCT CONTENT ?**

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

## 6. OUR CSR COMMITMENT - IN-HOUSE EXPERTISE



**Our commitment to employees, consumers, and clients was recognized with a score of 55/100 and a Bronze Medal from Ecovadis.**

**Expertise in environmental issues:** organic products, recycling, deposit systems, bulk sales, waste sorting, and eco-friendly initiatives...  
**and in social issues:** dependency, disability, ageing, and workplace well-being...

**Expertise in defining uniqueness and purpose** in partnership with Patrick Mathieu Conseil.

**To find out more...**

Ecovadis: <https://ecovadis.com/fr>

Code of conduct and business ethics: <https://www.qualiquanti.fr/wp-content/uploads/2023/03/Code-de-conduite.pdf>

# 7. OUR REFERENCES - MULTI-SECTOR - 35 YEARS OF EXPERIENCE



# WANT TO KNOW MORE?

Click to download customer testimonials and examples of our deliverables.



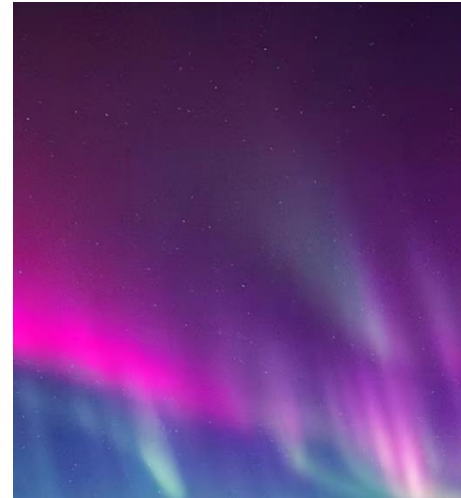
 **QUALIQUANTI**  
CREATIVE INTELLIGENCE

**WHAT OUR CUSTOMERS SAY**



See what our customers have to say about us :

[https://www.quali-quantum.com/wp-content/uploads/2025/10/QualiQuanti\\_Client-testimonials.pdf](https://www.quali-quantum.com/wp-content/uploads/2025/10/QualiQuanti_Client-testimonials.pdf)



 **QUALIQUANTI**  
CREATIVE INTELLIGENCE

**WHAT OUR DELIVERABLES  
LOOK LIKE**

Image by Freepik



See what our deliverables look like :

[https://www.quali-quantum.com/wp-content/uploads/2025/10/QualiQuanti\\_Deliverables.pdf](https://www.quali-quantum.com/wp-content/uploads/2025/10/QualiQuanti_Deliverables.pdf)

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