

VALICON

ONLINE FOCUS GROUPS

Valicon – voices of the isolated

March 2020



Online focus groups

Due to Covid-19 global situation, quarantine and social distancing represent first line of combat versus the virus. As a consequence - people are required to stay at home and are relying on web and digital more than ever.

Also, when our future is shaping in such a quick and unpredictable manner, **need for INSIGHTS becomes more essential today!** Thus, qualitative research is the key first step in **gaining insight what is in the mind of our consumer and what is the market situation.** But how, if we cannot physically spend time in the room together with our consumers?

Valicon is already there with its solution!



ONLINE FOCUS GROUPS

VALICON approach

WHAT ARE ONLINE FOCUS GROUPS?

...tool to gain insights in contactless online environment

...focus groups that allow us to reach consumers in all parts of the world and to interact with them in the comfortable and safe environment (from their living rooms 😊)

... online discussion that can include various topics from – public opinion, sharing experience, brand evaluation, category understanding and exploration to test of various stimuli material

It is quarantine, self-isolation and social distancing proof!

WHY CHOOSE ONLINE FOCUS GROUPS?

Dynamics and emotions

have spontaneously emerged during the online debate

Easy to connect

(trust us, we have tried it with consumers 65+ y/o), keeping participants focused!

Simultaneous GEO diverse group without travelling!

Online focus groups can be consisted of participants from various cities, regions, countries simultaneously **BUT without travelling nor renting costs!**

Going in depth

— participants are sharing from safety and privacy of their home (*even introverts will feel comfortable and safe 😊*)

Insights are changing fast!

Moderator has a higher level of control!

Relevant!

Rapidly becoming main manner of communication

SMALLER BUT FOCUSED

Recommended number of participants is 6 (maximum is 8)

but what is GAINED:

More focused participants, minimization of redundancy - hence maximized efficiency of the groups

TECH PREP

All participants are prepared technically before the group by **Valicon Online Focus groups protocol** – in order to avoid and minimize any potential tech issues so the focus is on the selected topic

IN REAL-TIME

Everything is happening in real-time.

Each discussion is recorded.

Client can observe live in real-time discussion.



Online focus groups – how we do it?

Online focus groups – possibilities

STIMULI MATERIALS ARE MORE THAN WELCOMED

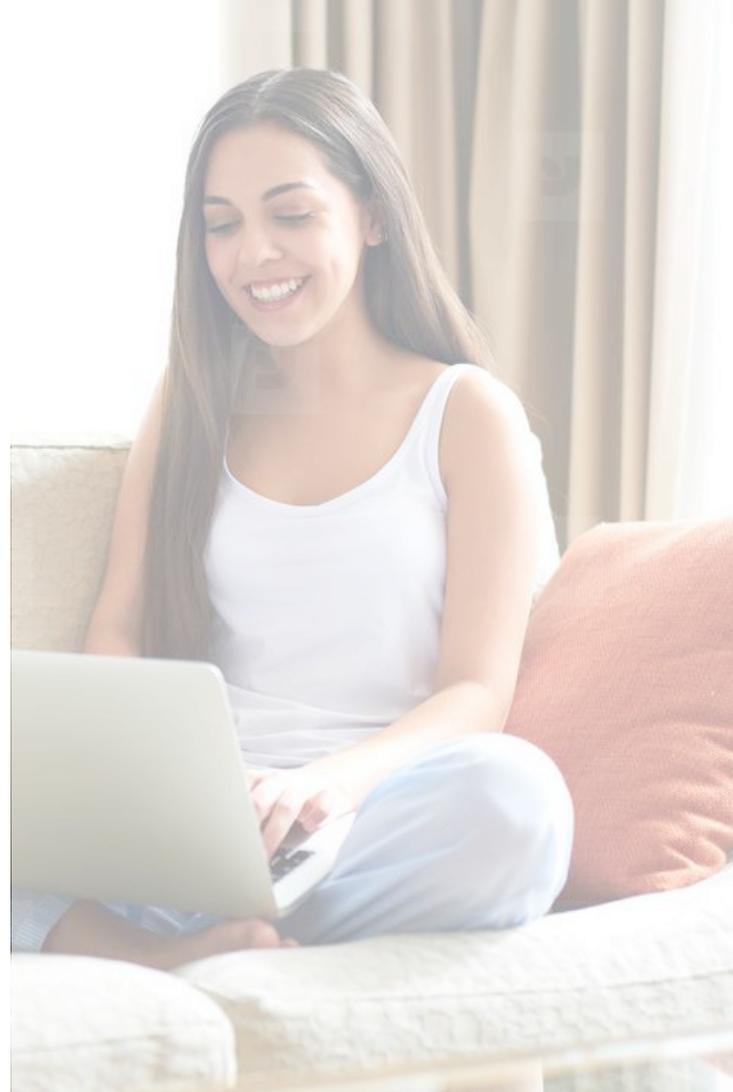
- All type of stimuli materials are possible to test and evaluate!

DIRECT LINE OF COMMUNICATION WITH MODERATOR

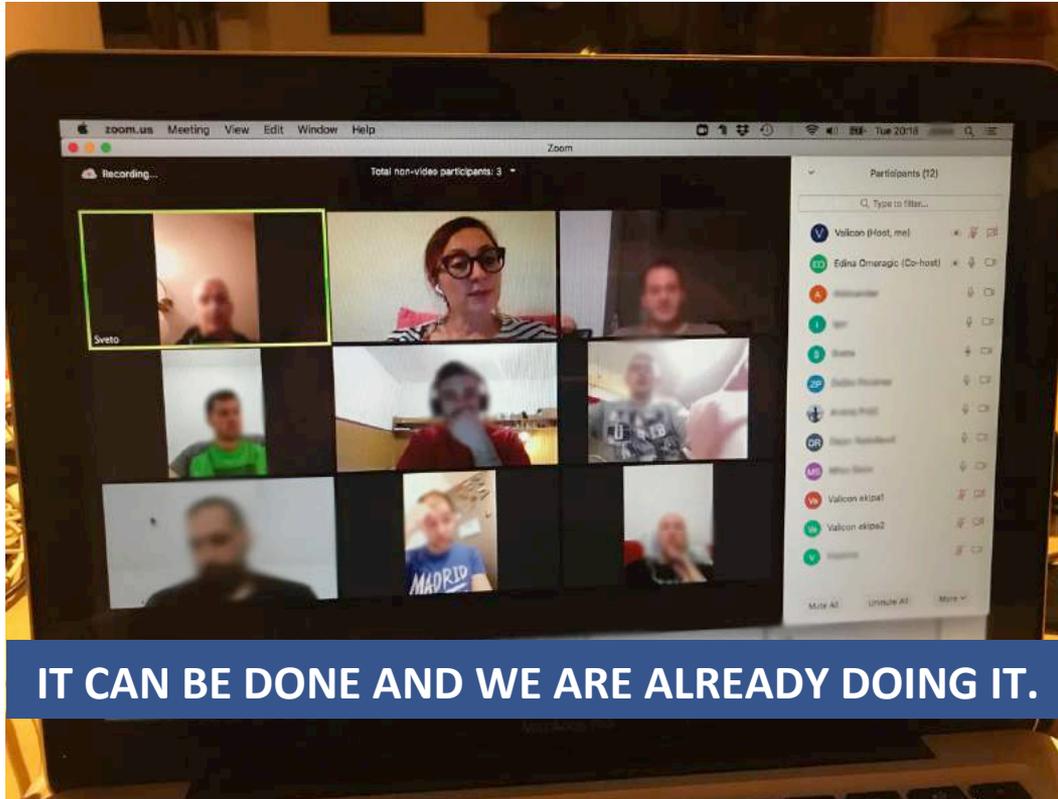
- Client can directly communicate with moderator through chat, without participants seeing or noticing.

POST EVALUATION of FACIAL EXPRESSIONS

- Possibility of facial expression analyses (emotions, reactions, authenticity...)



ONLINE FOCUS GROUP EXAMPLE



- 1 moderator
- 1 Valicon team tech support
- 2 clients present
- 8 participants
- 1.5h duration
- Various age groups
- Topic - politics
- High focus and dynamic
- Moderator in total control over voice and video
- No connection problems
- Simultaneous observation of every participant

Online focus groups vs. Traditional F2F focus groups

- In-dept insights
- True emotions and reactions
- Focused participants
- High dynamic between participants
- GEO DIVERSITY (urban&rural,
cross-regions and countries)
- Easy client online pressance
- Easy post evaluation of faccial expressions
- Faster execution

TRADITIONAL



ONLINE





CASE STUDY

Elders (65+ y/o) in time of Covid-19 from 3 countries from our region

KEY CORONA ASSOCIATIONS AMONG ELDERLY IN REGION

DANGER
EVIL
HORROR
FEAR
ILLNESS
PRISON
ISOLATION

Elders in region in time of Covid-19 outbreak

Key insights

Belgrade, Zagreb and Sarajevo simultaneously

65+ years old, male and female
26th of March 2020.

- **Isolation** and not being able to go out represents the **major struggle** for elders. Even though elders recognize that staying at home is for their own good, they are still coming to terms with this measure.
- Although **contact/communication with close ones became more frequent** (via various apps) **it does not compensate for the lack of time spent together.**
- Elders demonstrate sense of **disappointment and frustration** regarding fellow citizens who are behaving irresponsibly - breaking self-isolation, breaking out during curfew...
- **News and updates are followed on a daily basis**, however, elders tend to **minimize Covid-19 media consumption** to once a day (conference or daily evening news) to stay in loop without feeling overwhelmed.
- **They were more than happy to join the online discussion. They felt heard, important and more alive.**

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THANK YOU!