

Our positioning

We pride ourselves on being leading edge with our huge range of qualitative and ethnographic approaches, including the latest digital, social networking and crowd sourcing approaches to capturing consumer opinions and experiences.

But focus groups and depth interviews still have a major place in our repertoire and we don't see them as losing their usefulness to our clients.

Focus group variations

For us, focus groups take many shapes and forms:

- Consumer workshops
- Co-creation workshops
- Friendship pair groups
- Mini-groups
- Extended creativity groups
- Groups combined with ethnographic home visits

Depth interview variations

Again, there are many variations on the depth interviewing theme:

- In-facility usability testing
- In-home naturalistic depth interviews
- Telephone depth interviews
- Depths combined with pre-tasks
- Depths with accompanied shopping, in person or online

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