

Our positioning

We use all mainstream in-depth approaches including those which go beyond the spoken word.

In qualitative research, you cannot always rely on what people say, so we pay particular attention to non-verbal communication in our analysis.

We use naturalistic approaches when we can to learn about real life settings, habits and family routines.

This means we can often include film and photographic outputs in our reporting.

GfK's qualitative philosophy

Our key operational philosophy is to use the best of the established qualitative discussion approaches, both face to face and online.

We use observation when respondent behaviour is relevant and more sensitive ethnographic approaches when consumers' real lives are the prime focus.

Our specialisations

- Online qualitative research using a co-developed software platform
- 3D Blueprint, our own hybrid qualitative and ethnographic approach
- Brand Diagnostics, for de-constructing brand equity and positioning
- Real World Semiotics, which combines semiotic analysis with ethnography and consumer workshops
- International studies virtually anywhere in the world

Graham Woodham

Qualitative Director

graham.woodham@gfk.com

GfK NOP Consumer Products and Retail

+44 (0)20 7890 9201