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Media Contact:  Kelly Hancock
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khancock@hartinc.com
419.893.9600

Ad agency goes “behind the counter” to earn first
QRCA Qually Award for excellence in qualitative research

The Qualitative Research Consultants Association (www.qrca.org) announces the winner of the inaugural QRCA Qually award: “Project See-Store: Getting Behind the Counter.”

When Seattle-based advertising agency Cole & Weber United wanted to become the go-to marketing partner for companies that sell through convenience stores, it engaged qualitative research consultant and QRCA member Daniel Berkal, Director: Knowledge & Insight at The Palmerston Group, to thoroughly research the convenience store environment.

Berkal led Cole & Weber through a four-stage research project that included 130 observational store visits, on-the-street consumer interviews, convenience store employee and manager interviews and, arguably the most unique approach, getting behind the counter.

During the final phase of the research project, Berkal put on a uniform and fulfilled all functions of a convenience store employee. He was able to observe customers shopping, along with gaining a first-hand perspective of customer-clerk interactions.

The research project provided insights that changed the way Cole & Weber segmented and marketed to target audiences in the convenience store arena. Previously, audiences were divided by demographic; following the research, audiences are segmented based on needs or how they use/shop in convenience stores. This unparalleled approach allowed Cole & Weber to pitch new large accounts and gain credibility as experts in the convenience store marketplace.

The QRCA Qually Award is a new, annual award that recognizes and promotes excellence in qualitative research. Entries were judged on project design, scope and execution, along with the impact on the client’s business objectives. Submissions were accepted for qualitative research projects with a local, national or multinational scope in any field and judged by a panel of respected research industry veterans.
Berkal and Cole & Weber will be presented with the first-ever QRCA Qually Award during the upcoming QRCA Symposium on Excellence in Qualitative Research, May 12 in Chicago. During the one-day event, “Project See-Store” will be one of eight case study presentations, showing how qualitative research was used to find business solutions for a variety of objectives and industries. For more information or to register, visit the Symposium webpage.

About QRCA
QRCA (www.qrca.org) is a vibrant global network of qualitative researchers immersed in the most exciting work being done in the field. Our nearly 1,000 global members apply their passion, creativity and experience to help clients tap into the power of qualitative marketing research and successfully apply that research to product development and marketing.

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