



STELLAR
STRATEGIC SERVICES

QRCA YCAST:
Navigating
Between In-house & Consulting
in Qualitative Research



Cheryl
Stella Dalisay

- QRCA Since 2005
- 30-year Career

STELLAR Strategic Services, Inc.

In 30 years...




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Every company/role is
different...



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Client Side



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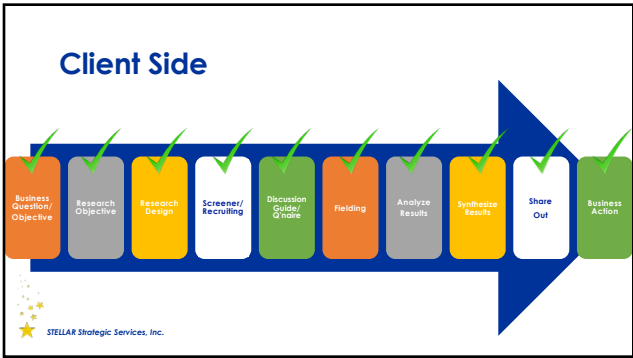
Ad Agency Research Department	Research Field Specialist
Full Service Research Supplier	Consultant

Business Issue / Research Process



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Business Question/ Objective | Research Objective | Research Design | Screener/ Recruiting | Discussion Guide/ Qnaire | Fielding | Analyze Results | Synthesize Results | Share Out | Business Action



Client Side

BENEFITS

- Broad perspective
- Interaction w/all disciplines
- Deep category knowledge
- Stability/security
- Mobility

CHALLENGES

- Collaboration=politics!
- Synthesis of learning
- Budgets = Prioritizing
- Single category
- Vendor relationships
- Research expertise

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Vendor Side

AD AGENCY RESEARCH DEPARTMENT

RESEARCH FIELD SPECIALIST

FULL-SERVICE RESEARCH SUPPLIER

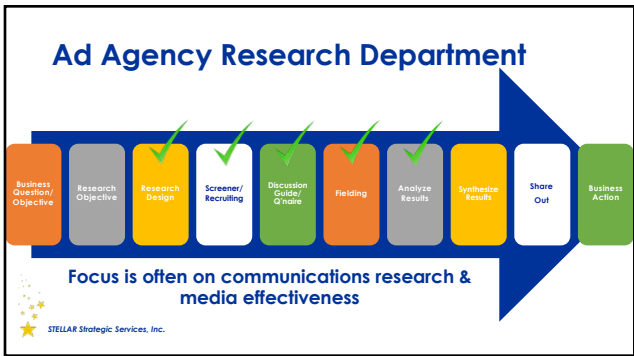
CONSULTANT

COMMONALITIES

- Serving clients
- Their timelines
- Out of the loop
- Limited knowledge scope

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Ad Agency Research Department

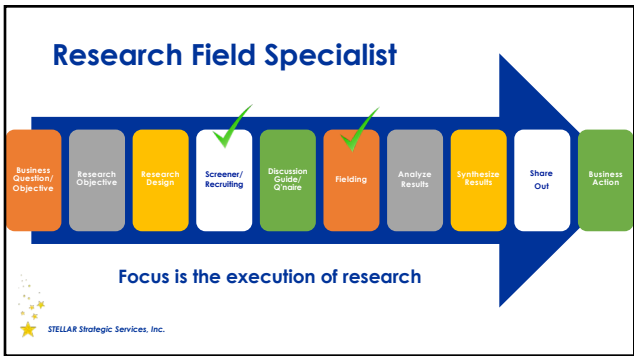
BENEFITS

- > Unique side of biz
- > Ad & media team
- > Messaging is forward-facing

CHALLENGES

- > Narrow focused goals
- > Less information
- > Politically charged
- > New business initiatives

research
field specialist



Research Field Specialist

BENEFITS

- > Executional experts
- > Respondent-facing
- > Quick in and out

CHALLENGES

- > Most narrow focus
- > Little information
- > Very little strategic insight
- > Bottom of the food chain!

full service
research supplier



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Full Service Research Supplier

BENEFITS

- > Potential for broad experience
- > Mobility
- > Stability
- > Team & support

CHALLENGES

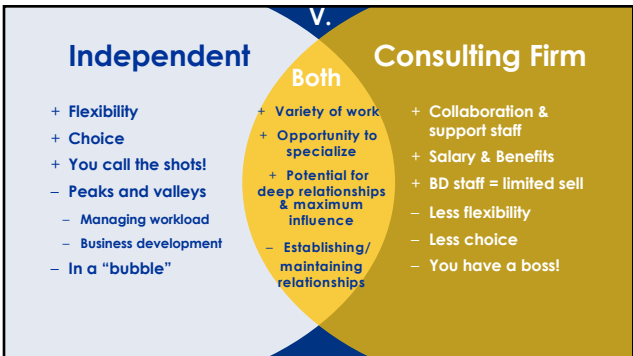
- > Project focused
- > Often limited depth/scope
- > Methods & logistics expert



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Consulting
Goal = Trusted Partnerships

Good work → Fair & honest → Autonomous yet inclusive → Good communication → Good reports → Meet timelines → Have their back

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maximize
your potential
&
find your **fit**



Go Broad!
Connect!
Identify Strengths/Passions!
Soul Search!
Volunteer!



How can I help?

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