

## Case Study: Using the Hybrid Methodology with Seniors.

- Client:** A leading medical device company
- Purpose:** Communication / Copy Testing
- Market:** Baltimore MD
- Target:** Patients presenting Alzheimer's-like traits such as shuffling gait, slurred speech, disorientation etc. but had not been diagnosed with Alzheimer's.  
Care givers – not necessarily related.
- N:** 120 (60 patients & 60 caregivers)

### Methodology:

Better Decisions' Hybrid Quant / Qual methodology  
Moment-to-moment tracking

### Process:

- Four ads in animatic format were to be tested in each of four groups of 30 respondents each with a mix of patients and caregivers.
- Each of the 30 respondents was issued a handheld keypad to enable immediate and private reactions to the stimuli and questionnaire.
  - The first part of the questionnaire dealt with demographic data; gender, age range, cohort, etc. which were collected via the handheld keypads. At this stage the keypads were identified as being either a patient or a caregiver.
  - The respondents were then exposed to the ad executions. Using the keypads the respondents communicated their changing attitudes toward the ad as they viewed the animatic. (Moment-to-Moment Tracking)
  - After each execution further questions explored the dependent variables and how well key points were communicated.
  - Immediately following the quant session, the data is quickly analyzed and a subset of 8 of the original 30 respondents was invited for an in-depth qualitative session.

### Results:

- The Moment-to-moment tracking produced a continuous trace that was superimposed over the animatic. This immediately identified the highs and lows of the respondents' reactions to the ad. The observers in the client viewing room could immediately see where the ad communications succeeded and where they fell short. Each ad together with the trace was recorded for future reference and analysis.
- The data gathered from the questionnaire was immediately tabbed and presented for analysis. The clients could identify the concepts, ideas and variables that scored well.
- Based on the data, 8 respondents were selected to take part in a qualitative session designed to further explore the reasons behind some of the data gathered.

### Outcome:

Because of the immediate availability of the Quantitative data from the Better Decisions' Hybrid system and with the live capture of the changing attitudes of the respondents to each ad execution the moderator was able to customize the discussion guide for the qualitative sessions and focus in on key areas for more insightful learning.

The data and all relevant reports a made available at the end of the sessions enabling faster turnaround from research to report.

**Shorter Research • Deeper Learning • Real Time Results**