



OVO

ClarusSM

Qualitative Research for Concept Validation

About ClarusSM

OVERVIEW — What is qualitative research?

Qualitative research is a tool used to test and project the value and relevance of a particular offering in the market place. Using small, targeted groups of potential consumers, our researchers employ interviews, online focus groups, and other exploratory techniques to anticipate the behavior of consumers as they interact with your brand. In essence, we gather in-depth answers to the 'why' rather than the 'what' of large scale quantitative studies, making research focused, affordable and effective.

Why Clarus?

With over 20 years of experience in qualitative research techniques in a variety of industries, the head of our research team, David Van Nuys, Ph.D is a brilliant moderator and social scientist. His unique background in creative writing, advertising, psychology, and market research gives *Clarus* an unparalleled depth, creativity, and potency. Furthermore, our distinctive, collaborative approach empowers bold decisions that propel brands.

What can I expect from Clarus?

Clarus establishes the following insight:

1. **CLARITY** — Does my target understand?
2. **QUALITY** — Is this the right message? Is this the right execution?
3. **CONNECTION** — Is this the right audience?
4. **RESONANCE** — Will they remember?

Every *Clarus* project is carefully analyzed and designed to fit the needs of the unique concept being tested. At the conclusion of the study a thorough report will be generated and can include: Raw Data (full transcripts), Methodology, Test Questions & Rationale, Executive Analysis, and Recommendations.

For more detailed information, please contact OVO: www.brandsbyovo.com