



making the impossible possible

You need rich human insight, *fast*

- Noadtesting your innovative ideas before the pressing deadline
- Evolving your creative expressions as the clock is ticking
- Getting a steer on the target audience, or specific moments / occasions to super charge that big workshop

Meaningful human insight would help, but it can often prove slow and expensive

Alternatives exist, but they're often superficial and reductive – and do not give clarity or confidence in the outputs



Qualify.ai

Human insight at the speed of AI from Firefish

Al-driven speed with a reassuring guiding human hand

- 50 individual conversations with real people in 24 hours in any country you need
- Smart Al that powers the discussion and the initial analysis
- But with a Firefish consultant designing the discussion flow and finessing the analysis / output giving you clarity and confidence in the results
- Stand-alone projects, or as a boost to complement traditional approaches



How do I Qualify?

3 simple steps to fast, reliable results

1.

Share your brief

Tell us what you need to know, share your stim.

Either through a quick call with a Firefish consultant or using our briefing template...or both. 2.

Define your audience

Demographics

- + Category Qualifiers
- + 1 additional level of screening

3.

Sit back and relax

Have a quick check of the discussion guide (if required) and provide your input.

Then, receive your report within 1-3 working days (depending on need / scope / number of markets etc)



COST:

£9k (+VAT)

for the first cell of 50 people

£6k (+VAT)

for each additional cell

(bespoke costs may be implemented where lots of cells are required to allow for economies of scale)



What can I Qualify?

Our core solutions



QUALIFYcomms

Early-stage scripts, concepts or storyboards to screen creative ideas or provide sparks to the creative process



QUALIFYideas

Innovations/
prototypes to test the
water with real people,
understanding the
human reality before
you invest too much



QUALIFY audience

From moments and occasions, to attitudes and beliefs to behaviours – learn more about your audience to help inform your decision making



QUALIFY anything

Ask people anything you like to help make those quick and urgent decisions with confidence that only rich, human insight brings



When should I Qualify?

1.

When you need qualitative input impossibly fast

Stimuli for Thursday's workshop, fine tuning those ideas before they head into quant next week, disaster check on that ad before production begins on Monday etc...

2.

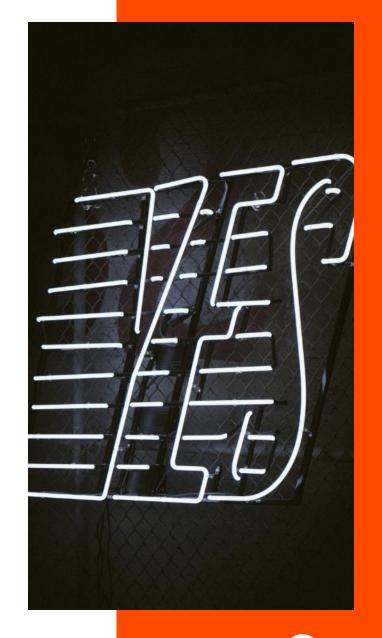
When you need light touch qualitative understanding, without the heavy qualitative price tag

Proper' qualitative research is labour and time intensive...QualifyAl offers a fast, cost-effective solution for when the needs of the project don't require the kind of indepth, nuanced moderation, project management and analysis that you get with deep qualitative

3.

When the other options at your disposal don't give you confidence in the outputs...

Self-serve options in this space can leave you with unstructured data from which it's hard to draw clear conclusions – QualifyAl combines the speed of Al with the oversight and input of a trusted Firefish researcher and strategist to ensure you get meaningful results





When should I NOT Qualify?

1.

You need in-depth, nuanced, human understanding or strong strategic guidance

This isn't a replacement for complex qualitative projects or projects that will inform large, crucial strategic decisions...it's a fast, light-touch tool for helping you get from A to B with a little more guidance and knowledge

2.

You're trying to uncover unmet needs or access deeper subconscious drivers of attitudes and behaviour

Chatbot moderation is impressive and improving all the time, but it remains text-based and fairly limited in its ability to elicit deeper or unspoken data. If what you're looking for is not easily expressed or is hidden, you need a more human approach.

3.

You need a fully bespoke service when designing the project

Speed and lower cost are made possible by simplicity. Some level of input into discussion guide, sample and outputs are possible, but extensive iterations of guides and outputs etc – with feedback from multiple stakeholders – are not possible within the parameters of the tool.



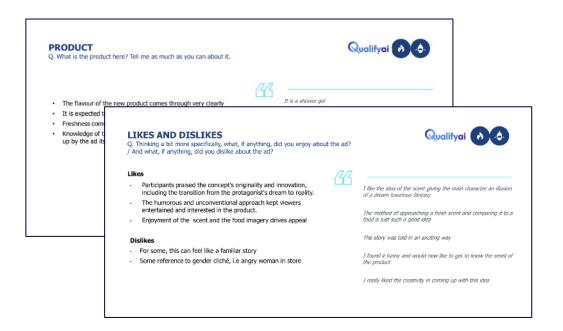


What do I get?



A Firefish-adjusted, Al-generated summary with supporting verbatim

QualifyAI will use GPT capability to generate a summary of the responses to each of the questions in the interview. A Firefish consultant will go through that summary, ensuring the responses are consistent with the data and tweaking the bullet points so that they paint a clear picture of the results.





The 'Firefish point of view' delivering confidence and clarity

A 1-2 slide summary written by a senior Firefish consultant summarising their take on the AI data and capturing the key information / guidance you need based on your brief. Ensuring that, alongside the data, you have the clarity and confidence you need to progress.

THE FIREFISH VIEW: An appealing ad with strong product communication – only minor tweaks required



- · Appeal is driven by a number of factors
 - · A sensorially rich and evocative depiction of the new product
 - Humour and playfulness in the contrast between the luxurious fantasy, and the everyday reality
- · Comprehension is high with clear takeout of the intended storyline
 - . The metaphor is effective, bringing to life the product experience in a memorable and original way
 - The transition from fantasy to the real world is well understood and cements comprehension
- Product communication is front and centre
 - . The scent is clearly communicated, prompting desire for trial
 - The premium setting translates into expectations of a quality and luxurious product experience
 - The language of freshness, intensity and sweetness are frequently used to describe the product.
 - · Only a small minority find the idea of a scented product unappealing not a major issue throughout the sample
 - There can be some confusion as to the exact nature of the new product ensure the category is clearly signposted in the final execution
- Strong fit with brand
 - While there is originality and newness, the ad feels fairly expected within the established confines of the brand world
 - · Ad likely to continue positive sentiment towards the brand and its advertising history amongst this target







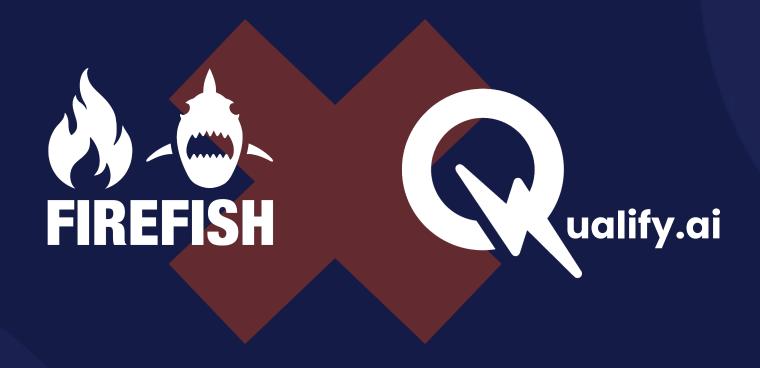
What was brilliant about Firefish's QualifyAl tool was that I got the speed of Al, with the qualitative and strategic expertise of a senior Firefish consultant over the top.

So, what we got back was not just an Al-generated summary of responses, but a **sharp point of view** & recommendation written by someone with **deep expertise** in both qualitative research and strategy.

The whole process from **briefing to output** took less than 36 hours, and the report gave us the **confidence and clarity** to move forward.

Global CMI Lead, Axe, Unilever





Ready to Qualify? info@firefishgroup.com