



**making the  
impossible *possible***

# You need rich human insight, *fast*

- ↘ Roadtesting 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





## Human insight at the speed of AI from Firefish

AI-driven speed with a reassuring guiding human hand

- ↘ **50 individual conversations**  
with real people in 24 hours in any country you need
- ↘ **Smart AI**  
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.

## **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)

# 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)



# What can I Qualify?

## Our core solutions



### **QUALIFY**comms

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



### **QUALIFY**ideas

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...QualifyAI offers a fast, cost-effective solution for when the needs of the project don't require the kind of in-depth, 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 – QualifyAI combines the speed of AI 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, AI-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.

**PRODUCT**  
Q. What is the product here? Tell me as much as you can about it.

QualifyAI

“ It is a shower gel

- The flavour of the new product comes through very clearly
- It is expected t
- Freshness com
- Knowledge of t up by the ad its

**LIKES AND DISLIKES**  
Q. Thinking a bit more specifically, what, if anything, did you enjoy about the ad? / And what, if anything, did you dislike about the ad?

QualifyAI

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**Likes**

- Participants praised the concept's originality and innovation, including the transition from the protagonist's dream to reality.
- The humorous and unconventional approach kept viewers entertained and interested in the product.
- Enjoyment of the scent and the food imagery drives appeal

**Dislikes**

- For some, this can feel like a familiar story
- Some reference to gender cliché, i.e angry woman in store

“ I like the idea of the scent giving the main character an illusion of a dream luxurious fantasy

“ The method of approaching a fresh scent and comparing it to a food is just such a good idea

“ The story was told in an exciting way

“ I found it funny and would now like to get to know the smell of the product

“ I really liked the creativity in coming up with this idea



## 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**

QualifyAI

- **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





**Don't just take our word for it**

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

*So, what we got back was not just an AI-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?

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