



Produce great messaging that connects with  
the whole brain

“MARKETERS KNOW IN THEIR BONES THAT GREAT COMMUNICATION WORKS ON BOTH AN EMOTIONAL AND RATIONAL LEVEL. BUT FINDING A RESEARCH PROCESS THAT TAPS INTO EMOTIONAL INSIGHTS AND REACTIONS IS A CHALLENGE.”

Marketers and their agencies pour vast amounts of money and energy into traditional qualitative research, but often, the results don't add insight (think about comments you routinely hear like: “I like campaign A because it has a blue background. or “I'd rather they lower the price instead of spending money on advertising”). It's frustrating; you need deeper insight than that.

#### **Drumcircle's Solution**

Drumcircle has reinvented qualitative research in a way that produces deeper insight into your audiences' emotional reactions. The technique, called Create/Debate groups, works both at the beginning of the process, when you are developing communication strategy, and during the time when you are evaluating/improving and finalizing your executions - be they advertising, web experiences or even sales presentations.

In Create/Debate groups, one group of participants is given the assignment of creating an emotion-centric point of view on various campaign directions. They express their points of view via collages, using pictures to capture their emotional reactions and words to capture their more rational thinking. They present their ideas to a second group of participants who debate which point of view is the strongest. In the context of that conversation, we learn how people really feel about the brand and/or the communications.

Costs are competitive with traditional focus groups, but results will be vastly richer.

#### **WHAT PEOPLE ARE SAYING**

*We've done a million focus groups but we've never had feedback on this level. People usually want to complain about contracts and pricing. You consistently got them a higher level — talking about how the experience affects their lives and what they want from a company beyond price.*

[CELL PHONE COMPANY  
MARKETING EXECUTIVE]

*I've been in this business a long time. I've never been to groups that are helpful in this way. You got people to dig deep and to take a stand in front of a group on the ideas and themes of the campaign — not the little details.*

[CREATIVE DIRECTOR]

#### **WHAT DRUMCIRCLE CAN DO FOR YOU:**

Fresh insights. Guaranteed. And ideas, concepts, strategies that will result in business growth.

#### **SEND AN EMAIL TO**

[a.manning@drumcircleco.com](mailto:a.manning@drumcircleco.com)

[b.mount@drumcircleco.com](mailto:b.mount@drumcircleco.com)



## What's a CREATE/ DEBATE GROUP?™

It's a form of qualitative research that clients tell us is superior to traditional focus groups because it is exercise-based and taps into whole brain responses. Plus it's more energetic and fun!



### Case Study

A cellular phone company was rebranding. Their agency, in partnership with the client team, was working very quickly and intensely. The client wanted a campaign that was based on an emotional insight. And they wanted consumer feedback on the campaign at multiple points in the development process. Starting with five campaign directions, we conducted a series of Create/Debate groups, ultimately narrowing the field to one, tightly-honed campaign.

### Result

The client said they would never use traditional focus groups again. More importantly, the brand relaunch was a huge success: so many people visited the website to sign up for the new brand in the first few days that the site crashed — a problem the client deemed “a good one to have.”

Contact us for additional cases or check out the Cases and Solutions section of our website: [www.drumcircleco.com](http://www.drumcircleco.com).

*Groups can be depressing.*

*These groups give me energy and ideas.*  
[cellular telecom advertising manager]

*Most groups are like watching grass grow these are fun.*

[financial services company marketing director]

*This is feedback we can really use.*

[creative director]