



C R E A T I V E Q U E S T , L L C

**customer insight and strategy**

# **Introduction to Creative Quest, LLC**

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[www.creativequest.com](http://www.creativequest.com)



## **About Creative Quest**

- **Our research and innovation services help clients to:**
  - **Build insights about their customers and brands**
  - **Develop relevant communications and experiences**
  - **Design successful products and services**



## Services

### We provide custom facilitator services:

- **Online Qualitative Research**
  - Multi-Day Bulletin Boards
  - Real-Time Focus Groups
- **Online Communities and Panels**
- **Innovation**
  - Structured Brainstorming
  - Training on Innovation
- **In-Person Research**
  - In-Depth Interviews
  - In-person Focus Groups



## **Industry Expertise**

- **Telecommunications/Technology**
- **Business Products and Services**
- **Consumer Products and Services**
- **Health / Pharmaceutical**
- **Agriculture / Life Science**
- **Real Estate/Financial**
- **Education**
- **Non-Profits**



## **Our Difference**

- **We offer offer you multiple approaches based on our experience and flexibility**
- **We are pioneers in building insights with emerging technologies and processes in our facilitation services**
  - **Facilitating online qualitative research since 1999 when it wasn't popular!**
  - **Facilitating Synectics structured brainstorming since 1994**
- **We can build successful rapport with challenging populations**
- **We can handle global projects with ease**



## **Technology Project Example**

### **Privacy Communications**



**Focus groups with IT professionals about privacy policies provided insights into effective communications and relationships between customers and a technology company.**



## **Telecom Project Example**

### **Lost Account Research**



Telephone interviews with “lost” wireless customers helped wireless marketing division learn about their competition. Our brainstorming sessions helped build competitive strategies.



## **Telecom Project Example**

**Determine New  
Expectations for  
Wireless Loyalty**



**Online bulletin board focus groups helped build new understanding and ideas around wireless customers' expectations for companies earning their loyalty.**



**B2B  
Project  
Example**

**Distributor  
Training**



**A national association sought to understand distributor members' opinions of its Industry Training Programs. Interviews and focus groups provided input for modifications to make the program relevant and successful for the future.**



## **B2B Project Example**

### **Reaching the High Tech Market**



Online focus groups were used to help a law firm understand the legal counsel firm selection decisions and preferences of high tech business C-level executives. The method was ideal for this segment since confidentiality among the participants was maintained, yet group interaction was possible.



## **Industrial Project Example**

### **Industrial Employee Communications**



**In-depth interviews with global employees and management helped this industrial manufacturer and its communications partner assess employee communications vehicles. Data on usage, preference and effectiveness aided in communications strategy development for a diverse, global employee base.**



## Consumer Project Example

## Lighting Innovations



Brainstorming sessions were conducted with a lighting manufacturers' associates. Original lighting products and product extensions were developed for the backyard product line.



## **Consumer Project Example**

### **Beyond Wheels**



**Focus groups and new prototype car tests helped a car manufacturer learn what women wanted out of a new car. Projective exercises and personal collage posters allowed women to express fears, wishes, unmet needs and preferences.**



## Healthcare Project Example

### Living with Parkinson's



Ethnographic interviews were conducted in the homes of Parkinson's Disease patients to learn the personal impact of the disease at different stages. This collection of in-depth experiences provided the pharmaceutical client with insights to develop effective patient communications materials.



## **Healthcare Project Example**

### **Asthma Medication Communications**



**In-depth telephone interviews with physicians provided insights into barriers with an existing advertising campaign for asthma medications. Physicians explained their preferences for the message, tone and graphics through web-view presentations and telephone interviews.**



## **Real Estate Project Example**

### **Positioning of Suburban Loft Condominiums**



**Interviews and focus groups with prospective condominium buyers and brokers helped a real estate developer determine the best positioning, tone, content, message and delivery for advertising and promotions of a new suburban loft development.**



## **Non-Profit Project Example**

### **College Branding**



**Focus groups and interviews were held with influencer groups in the region surrounding a rural university. New branding and development strategies were built on the insights gained from extensive research inside and outside the university.**



**Company  
Principal**

**Kim Funcik**



- Career includes consulting, marketing research and strategic planning positions at SBC Communications, Mosby/Times Mirror Publishing, Maritz Research, Team Four, and Epley Marketing Services.
- Formed Creative Quest LLC in 1994.
- Education: M.A. Marketing from Webster University, B.A. in Political Science from University of Missouri-St. Louis.
- Training: Synectics Brainstorming Facilitation, Online Focus Group Facilitation, and RIVA Institute Focus Group Facilitation.
- Active member of the Qualitative Research Consultants Association, and Innovation Network.



## Creative Quest Team



## Alliance of Professionals

- Creative Quest takes a flexible, responsive approach to serving its clients. Our virtual staff of highly experienced marketing research professionals brings clients knowledge and strategic thinking.
- Professional alliances with interviewers and researchers, enhance our ability to serve clients.
- This powerful combination gives Creative Quest the speed and innovation of a small company and the resources of a large company.

**Creative Quest, LLC**



**Please contact us to discuss your  
interests and needs.**

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