

The logo for M3 Research features the letters 'M3' in a bold, blue, sans-serif font. The '3' is stylized with a curved bottom. To the right of 'M3', the word 'RESEARCH' is written in a bold, white, sans-serif font. Below 'RESEARCH', the phrase 'Qualitative research' is written in a smaller, white, sans-serif font. The background is a dark grey with a complex pattern of thin, light grey lines forming various geometric shapes and curves.

M3 RESEARCH
Qualitative research

Confrontagen Groups Focus Groups with an Edge

- One of the main drives of life is the confrontation of view-points and opinions
- This fact governs not only the society in general but it is true for organisations and business companies as well
- We are all looking for innovations and stone steps that bring us up-front – in order to give our business an edge
- In order to meet this demand M3 Research has developed a special type of Focus Groups where participants are confronting each other with different view-points often originated from years of experience
- By challenging one and another within the Focus Group the strategic steps stones leading into the future are mounted
- We call it Confrontation Groups
- Each `Confrontation Group´ consists of two sub-groups involving 2x5 persons selected because of there different opinions or behaviour seen in relation to the issue to be discussed during a period of 2½ hours.
- As a follow-up we typically suggest an after session where the key information from the `Confrontation Group Strategic Report are put into live action

The Lad.Lab. Laddering with a creative edge

- In-depth interviews always act as the platform for laddering where a chain of associations leads to Means End
- M3 Research has now established a Lab. for the development of concepts based on associative values
- We conduct these studies by looking not only on the product/brand or company/organization in question, but on the group that each object of analysis belongs to as well
- Our strategic goal is to identify the Point-of-Action where the values from the chains of associations meet
- M3 Research's Lad.Lab. is typically based on up to 15 single interviews with core individuals belonging to the Target Group defined
- The report offers a recommendation that reaches out to the persons involved in the development of strategic oriented communications
- The Lad.Lab. often solves the problem of how to give the communication the creative edge that makes the message come through to the audience