

# Scale Up Your Qual

How to give a new dimension  
to qualitative research with AI



# Today's Speaker



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# Quantified Qual Using AI

**This is not a talk about AI!**

**Quantified Qual**

**=**

**Mixed Method Design**

- Qualitative materials
- Quant measures



# Agenda

- **Why do it?**
- **Why you don't do it**
- **How to do it**



# Agenda

- Why do it?
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+

**Case Study**



# Agenda

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/ Why do it?

# What Is Quantified Qual?

## Online Qual with...

- Scalable sample size
- Asynchronous
- Scalable timelines
- Flexible questioning modes
- Mixed methods



/ Why do it?

# Asset #1: Speed

## The Traditional Way

Qual + Quant :  $4 + 4 = 8$  weeks

## Quantified Qual

2 to 4 weeks





/ Why do it?

# Asset #2: Depth

**More voices**

**Broader perspectives**

**Focus on specific targets**



/ Why do it?

# Asset #3: Robustness

## Traditional Qual

Results are dependent on in-room group composition and dynamics. Hard to generalize.

## Quantified Qual

Easily manage communities big enough to be representative of the target population.





/ Why do it?

# One Method. Many Objectives.

- **Idea exploration**
- **Concept Testing**
- **Usage and Attitudes**
- **Product naming**
- **Consumer diaries**
- **Watch parties**

... and more



# Agenda

- Why do it?
- Why you don't do it
- How to do it





/ Why you don't do it

# Barrier #1: It's Not True Qual

Difficult to **follow up and engage effectively** with all participants due to the higher number of respondents.



/ Why you don't do it

## Barrier #2: Expertise

**Properly designing a qual research guide may prove to be a daunting task...**

*What if I forget a crucial question?  
Am I phrasing this right?*

**Insights teams at brands are better acquainted with quant may struggle to deliver qualitative research internally.**





# Barrier #3: Analysis Paralysis

**A lot is too much**

**More participants means more data to process.**

Even with summarization tools, qualitative materials demand time and energy for proper analysis.



# Agenda

- Why do it?
- Why you don't do it
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/ How to do it

# Bilendi's AI

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**Do it with BARI**

(**B**ilendi **A**rtificial **R**esearch **I**ntelligence)

/ How to do it

# What BARI Can Do



**BARI helps at every stage  
in the research...**

When it's well designed, AI  
becomes a valuable partner — one  
that helps us do more, not less.

# BARI Has Principles

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**An AI who knows  
the MR ropes**



**AI  
at a click**



**You keep  
control**

# Demo Research

**The study took place from January 30, 2025 to February 7, 2025, it brought together 203 participants.** More than 14522 feedback (messages and votes) were exchanged during these 9 days, an average of 71.5 exchanges per participant.

The goal of this study is to understand the relationship between the British and non-alcoholic beverages, and to understand their **motivations and barriers** to consuming non-alcoholic beverages. The aim of this study will also be to build the non-alcoholic beverage of tomorrow, and to refine the marketing strategy in this universe.

Non-alcoholic beverages are defined as drinks that replace alcoholic drinks (excluding water, soft drinks or fruit juices), *i.e. fake versions of alcoholic spirits (like, say, alcohol-free tequilas), alcohol-free cocktails, alcohol-free wine, or alcohol-free beer).*



**Alcohol-free beverages, let's chat!**



# Weakness Of Current Offer

## Inconsistent Health Positioning

Sugar-laden or additive-heavy recipes conflict with the promise of a healthier choice, upsetting mindful drinkers. Participants who discover such ingredients feel misled, reducing brand loyalty. When health claims fail to match actual product content, repeat purchases decline. Balancing sweetness with genuinely wholesome ingredients is crucial to retaining health-focused consumers.

***drinks seem a lot sweeter now.** when alcopops hit the market in the 90s, it was **sugar, sugar, sugar.** Too much for me! (male, 50+, heavy regular drinker, occasional alcohol-free drinks)*

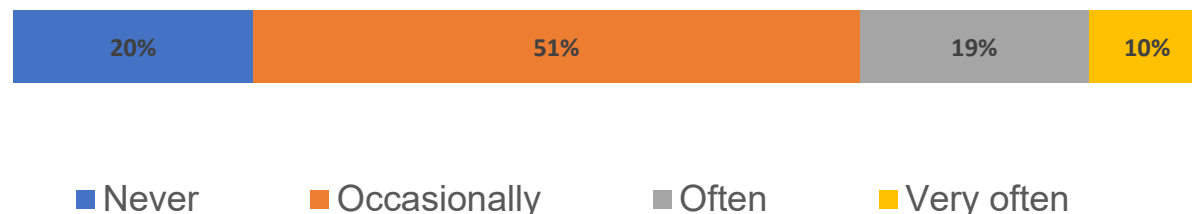
*I think with younger people being more **health-conscious** these days, with many going to the gym or exercise classes along with social media [...] Younger generations have more choice with many opting for non-alcoholic drinks. (female, 50+, occasional drinker, never alcohol-free drinks)*

*I expect a **non-alcoholic beverage** to be cheaper because it doesn't have tax. Something healthy may be more **expensive** [...] but I'd hope to not pay half as much. (male, 18-34, heavy regular drinker, occasional alcohol-free drinks)*

*I would expect them to **taste better** and cost less than their alcoholic counterparts. (female, 18-34, occasional drinker, never alcohol-free drinks)*

# Frequency

On average, how frequently do you consume non-alcoholic beverages (excluding water, soft drinks and fruit juices)? Please select the option that best describes your consumption pattern. (N=207)



## Most People Try Them Occasionally

80% of respondents consume non-alcoholic beverages at least occasionally, indicating a rising but not fully entrenched habit. Among them, 51% explicitly say 'Occasionally.' Meanwhile, 20% never consume these drinks, underscoring a segment firmly resistant to current offerings. This pattern suggests heightened curiosity versus lingering skepticism. The market shows promise but has yet to become a widespread routine.

**Only on special occasion** like gathering or party. (female, 35-49, sober, occasional alcohol-free drinks)

**Only when driving.** (male, 50+, occasional drinker, occasional alcohol-free drinks)

**I don't ever consume alcohol** free versions of normally alcoholic drinks. (male, 35-49, occasional drinker, never alcohol-free drinks)

Only when **I am driving** afterwards as the taste is terrible but if out you need to drink something so usually the best of a terrible selection. (male, 50+, heavy regular drinker, occasional alcohol-free drinks)

It depends on the setting; **at home I make do** with whatever is in the refrigerator, outside it's random. (male, 35-49, heavy regular drinker, regular alcohol-free drinks)

Do not see the point of **none alcoholic beverages** when there are better alternatives on offer. (male, 35-49, heavy regular drinker, never alcohol-free drinks)

# Favorite types

## Diverse Tastes by Gender & Age

Females often gravitate toward mocktails or sweeter alcohol-free drinks, drawn by familiar flavors and less bitterness. Meanwhile, males are more inclined toward beers or spirits that mimic the alcoholic version, seeking that 'real drink' feel. Younger participants (18–34) actively test inventive styles, welcoming bold flavors and adventurous fusions. Older groups prefer safer, established formats, echoing a traditional perspective. This variety underscores the importance of offering multiple taste profiles.

**Yes of course!** I think my favourite is a virgin Pima colada, honestly it's my go to option for a night out [...] I do like **blue lagoon mocktails** as well. (female, 18-34, occasional drinker, regular alcohol-free drinks)

My favourite non alcoholic drinks are mocktails, I think **mojitos and pina coladas are the best!** They are **sweet and taste amazing.** (female, 18-34, sober, occasional alcohol-free drinks)

I like **Brewdog's Punk AF and Lucky Saint** as they are one of the better AF beers to **still taste like a proper beer.** I will have these if driving and in a social situation. (male, 50+, heavy regular drinker, occasional alcohol-free drinks)

Guinness 0 is my favourite and the only one I have found that I actually like, **not a great deal of difference in flavour to the alcoholic version,** [...] other 0 lagers are ok like becks blue and Stella zero. (male, 35-49, heavy regular drinker, occasional alcohol-free drinks)

[...] my favourite is a virgin Pima colada, honestly it's my go to option for a night out and I'm **not one to try new things honestly.** I do like **blue lagoon mocktails.** (female, 18-34, occasional drinker, regular alcohol-free drinks)

# Exec Summary

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## Health-Conscious Momentum

British consumers increasingly seek ways to reduce alcohol intake, reflecting broader wellness trends and rising interest in non-alcoholic alternatives.

## Expanded Social Occasions

Alcohol-free beverages now feature in moments once reserved for traditional drinks, especially at social gatherings and events where moderation is encouraged.

## Flavour and Authenticity Drive Appeal

Beyond simply cutting out alcohol, consumers expect engaging tastes and credible substitutes that mirror the satisfaction of classic cocktails or beers.

## Persistent Barriers Remain

Distrust in taste quality and skepticism over true health benefits still hold back some potential drinkers, underlining a gap between curiosity and regular use.



# True Qual or Not True Qual

## **As a moderator, BARI never gets tired...**

It understands participant's perspectives and raise relevant follow-up questions on the basis of your specific research goals.

## **Limits:**

Quantified qual does not deep dive on each individual.



# True Qual on

## As a moderator gets tired...

It understands participant perspective and raises up questions on the specific research goals

## Limits:

Quantified qual is horizontal rather than vertical and does not capture deep psychology or social interactions.

BI

Billy[299061774968931] • 5 months ago

I tried to do dry January this year for the first time but by the second to last weekend failed because I got too bored being at home. I do think it is a good initiative as it can encourage people how drink to excess a chance to take some time out from abusing their bodies.

Reply Tag

BA

! BARI Moderator • 5 months ago

✓ Response received

That's an interesting perspective, Billy! It would be great to hear how you think boredom influences your drink choices in social settings. Do you think alternative activities could help maintain interest in non-alcoholic options during such challenges?

BI

Billy[299061774968931] • 5 months ago

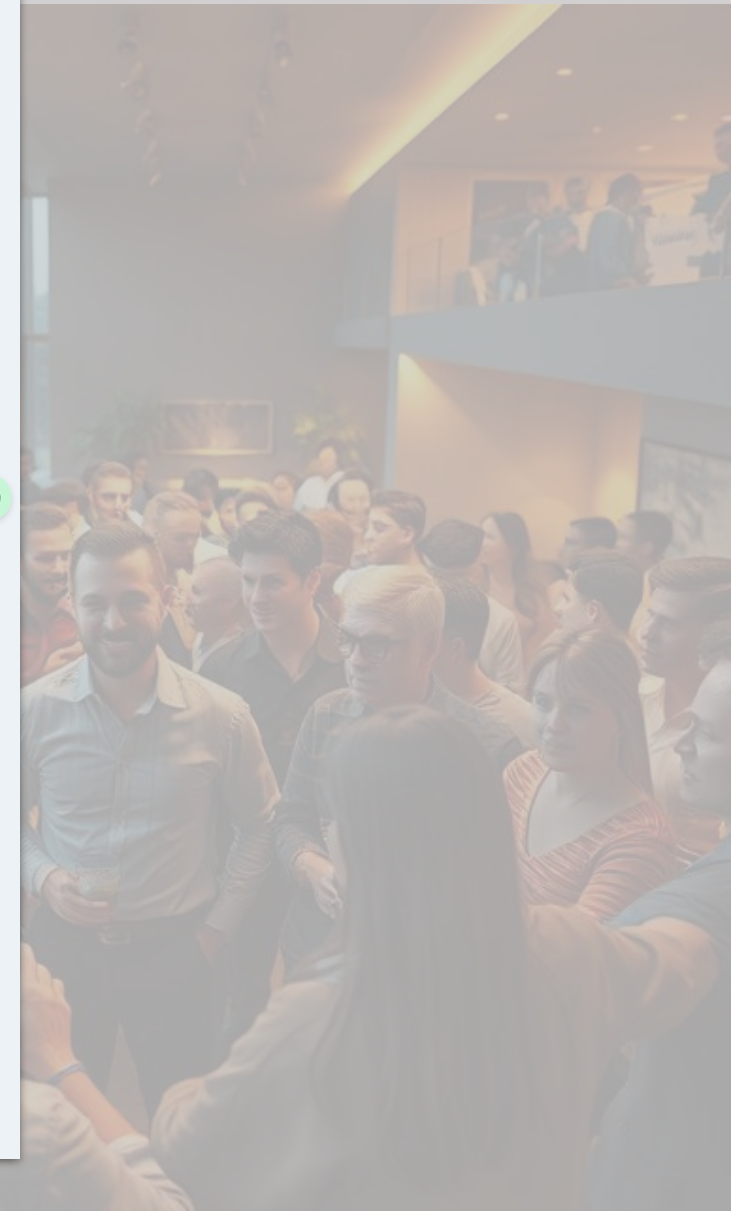
Yes definitely! I think if I were a sporty person and played football at weekends, I don't think I would consume as much alcohol as I do. Also, as a musician playing gigs drinking is a part of the experience. Also, drinking alcohol gives me the confidence to perform. It's a vicious circle that I haven't managed to break yet.

Reply Tag

BA

BARI Moderator • 5 months ago

Thank you for sharing your thoughts, Billy! I appreciate your insights into the impact of your hobbies on your drinking choices.





# Qual Expertise

## Overcoming the lack of expertise in qualitative

You are not used to moderating? BARI does it. You are not used to drafting a qual research guide? BARI does it too.

### Limits:

You need to provide BARI with the info it does not have. Double-check market specifics (e.g. list of brands in an aided awareness item), upload testing materials (e.g. images for concept testing), etc.




# Qual Expertise

## Overcoming the headwinds of qualitative research lifting...





You are not used to moderating qualitative research. You are not used to doing it. You are not used to providing a qualitative research guide? BARI


## Limits:

You need to provide BARI with a list of brands that does not have. Double-check the list of brands (e.g. list of brands awareness item), upload to BARI (e.g. images for concept testing)





 **Brand Preferences and Occasions**


Please select your preferred non-alcoholic bev...

 0 / 252  0  0%  9:00 AM





 **Brand awareness**

Please select all the non-alcoholic beverage br...


 210 / 252  571  83%  9:00 AM

 **Thank You for Sharing!**





Thank you for sharing your thoughts today! To...


 107 / 252  119  42%  9:00 AM

Feb 1, 2025





 **Welcome back!**


Today, we'll continue our discussion on non-al...

 103 / 252  112  41%  9:00 AM

 **Changes in Attitudes and Choices**

Have you noticed any changes in your attitude...

 209 / 252  236  83%  9:00 AM

 **Social Occasions and Non-Alcoholic Drinks**

How do non-alcoholic beverages (excluding wa



# Reporting Included

## **BARI drafts a report for you...**

It including both qual and quant analysis, and makes sure that this report answers your relevant research questions.

### **Limits:**

You still need to make those results yours, and supplement BARI analysis with your business expertise.





# Closing Remarks

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Quantified Qual is a **long overdue promise** in market research

Why did the promise remain unfulfilled for so long? The **barriers of moderation and analysis** made it hard to implement in practice.

But AI changes the game. **At long last, quantified qual is real** and it can be handled internally as you may do with quant.

It may not be the most qualitative of all qual methods, but it is the go-to method when you need **speed, numbers, a diversity of voices and more robustness**



Daniel Cunill



Oriol Ribalta



Maria Gracia Puyo

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Or email us [rfq.US@bilendi.com](mailto:rfq.US@bilendi.com)



 Bilendi  
netquest 

**Thank you!**