

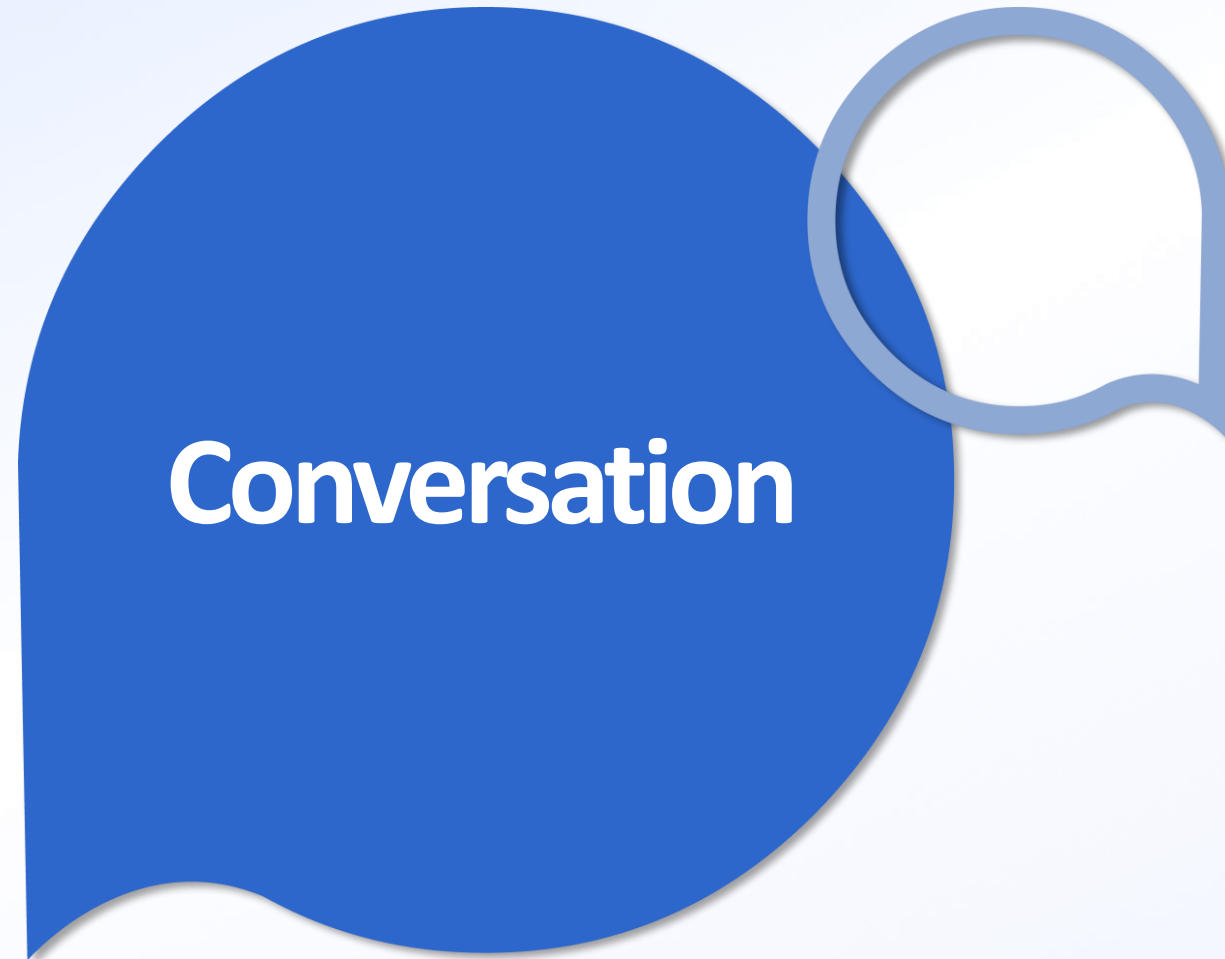
Quirks New York Conference
July 29th 2026



From Dialogue to Decisions

next intelligence | inca

The Future of Quant **is Qual**



The Future of Quant is Qual

Conversation
with
Participants

Conversation
with
Data

Conversation
with
Stakeholders

Case Study 1

Nestlé BOOST's New Brand Platform



The word 'BOOST' is written in a bold, white, italicized sans-serif font, centered within a large, solid red oval. This graphic is overlaid on a background image of a person in a gym setting, wearing a headband and holding a small carton of BOOST product. The person's face is partially obscured by the red oval.

Case Study 2

Bell's Social Responsibility Strategy



The Bell logo, consisting of the word 'Bell' in a large, blue, sans-serif font, is positioned over a background image of several hands clasped together in a supportive grip. The background image is slightly blurred, emphasizing the hands and the logo.



Exceptionally
tight timeline



Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 3 rd idea recording	17 Recording finalized	18 Survey starts	19 →
20 Survey done	21 Decision	22 Optimize final idea	23 Lock script	24	25	26
27	28	29	30			



AI probing:
listen and
understand
more deeply at
scale



Which, if any, of the following brands of Nutrition/protein drinks or Protein powders or Vitamin and mineral supplements have you heard of?



Boost



Vega



Premier Protein



Which **ONE emoji** best represents how the advertising idea made you feel?



Fascinated



What about the idea that made you feel fascinated?



Deep-dive tools: easier for participants to share specific feedback



Now, I will show you what you heard from the video earlier again. It's the same content, except that you will see the text only. Can you read carefully, highlight anything you **like**, **dislike** or find **confusing**, and explain why?

SELECT TEXT TO HIGHLIGHT

Get a little BOOOOOOOOOST

In this script, we see people of all ages savouring the little wins in life with a little help from BOOST. As they celebrate these victories, we hear them say a familiar phrase, "Oooooooooo". Because with protein, vitamins and minerals, in one tasty nutritious drink, you could say there's a lot of "Oooooooooo" in BOOOOOST.

So, we open on a young father in his late thirties, pouring himself a delicious glass of BOOST after a long day of dadding. Gazing at the chocolate-y prize in front of him, he takes a sip and lets out a satisfying...

"Oooooooooo"

We now see a woman in her forties trying on a new outfit that just arrived in the mail, a bottle of BOOST nearby. As she checks herself out in the mirror, she lets out an intriguing...

"OooOoOoooo"

We see a man in his early fifties flexing his muscles in the bathroom mirror after a sweaty workout, with a bottle of high protein BOOST. Flexing his arm, he notices some small definition near his tricep, and whispers an impressed....

"Oooooooooo"



It's a survey tool
after all with all
quant question
types, but a
better
experience for
participants



Now I'll show you some more **opinions about the advertising idea that you just saw**. Please indicate your level of agreement/disagreement.

**This advertising idea is different from the ads
of other nutrition/protein products.**



Disagree completely



Disagree somewhat



Not sure



Agree somewhat



Agree completely

Bell

Digital projective
to enable
participants to
access and
articulate their
emotions

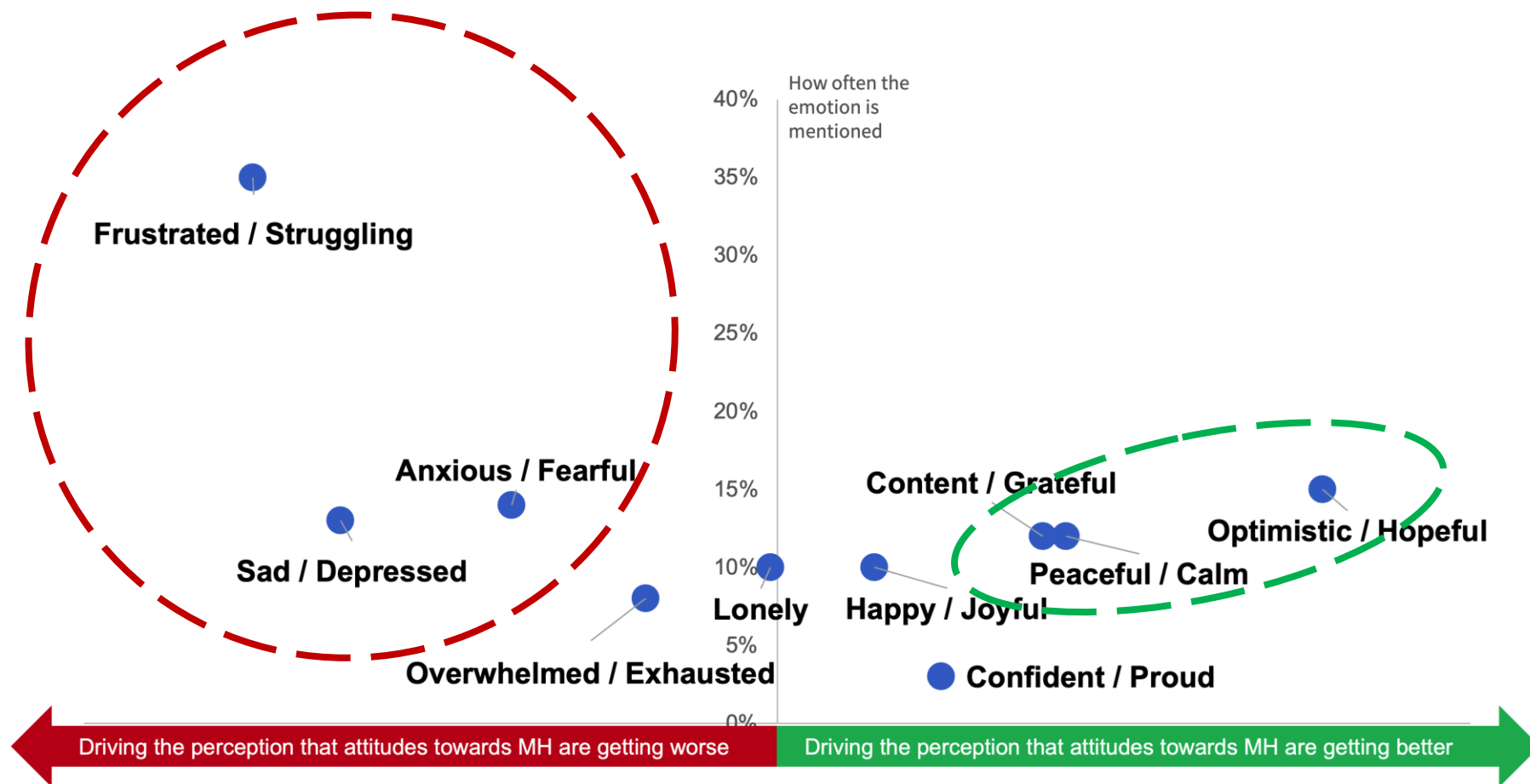
Voice/video
responses when
conductive

 inca



Rich narratives
coded into
emotions for
sizing and Driver
Analysis

Emotional Landscape



The Credibility Gap

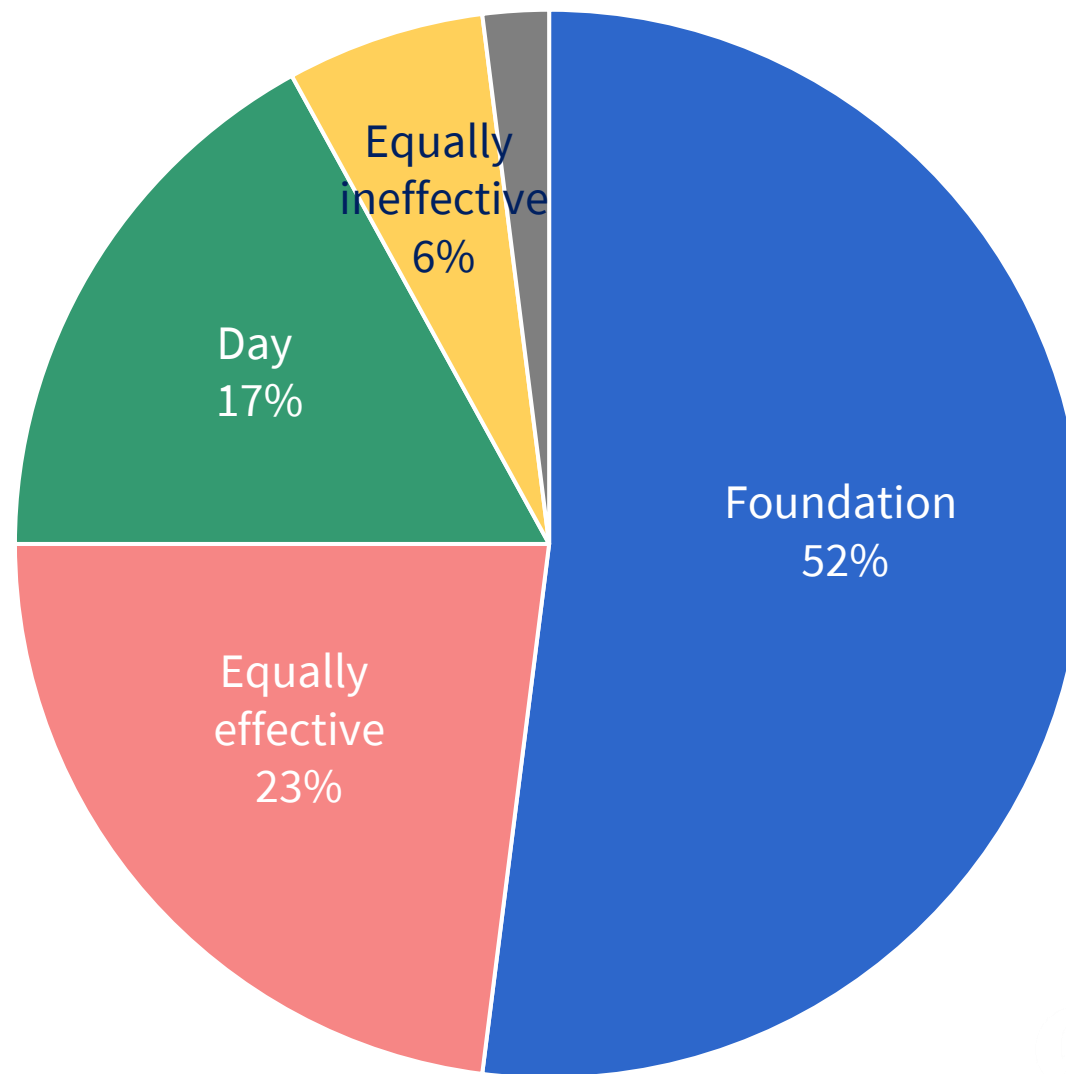
Impact on Brand Impression



Those who have been diagnosed or believe they have mental illness are

1.5X more likely
to view Bell less positively

Episodic → Year-round?





Home

Management
Stats

Report



CrossTab



Data



SmartInsight

What are the findings from Q8?

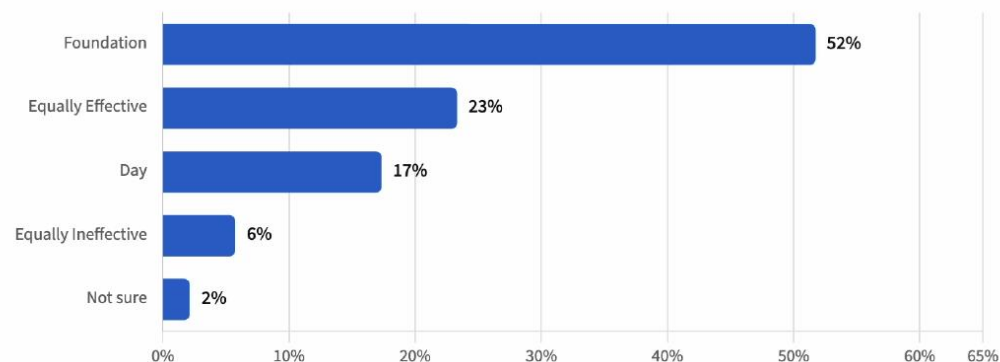


Identifying key findings... >

Canadians Prefer a Year-Round Foundation Model

When asked which format would be more effective, 52% of Canadians chose the year-round foundation model over the annual Day-of event (17%), with 23% saying both would be equally effective. The preference for the Foundation is rooted in a desire for sustained, systemic impact rather than a single day of visibility.

Preferred Format: Day vs. Foundation



Q8: Which do you believe would be more effective for improving mental health in Canada? Base: Total n=631.



Ask about your data (@ to reference specific questions)



Kathy







11pm at night





MEAL REPLACEMENT



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Conversation with **Participants**



Measure



Explore



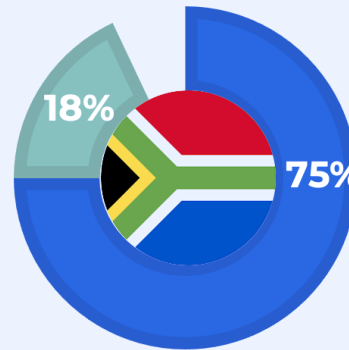
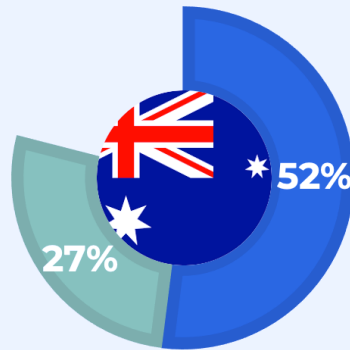
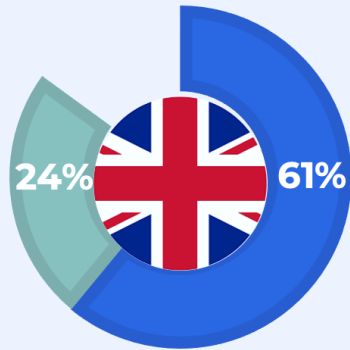
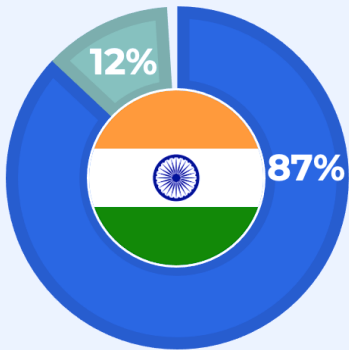
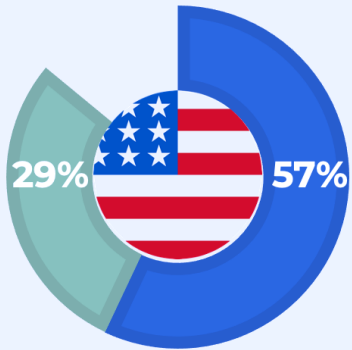
Enable



Engage

Compared to other surveys you have done, how would you rate this survey experience?

- A lot better
- A little better



Natural, Intuitive, and fun

“So easy to chat with you and feels more personal!”

”It feels more natural and less taxing...it feels like I’m talking to someone over filling a serious form. It’s also faster paced.”

“It’s more interesting and interactive. Some surveys are like an exam paper.””

Freedom to Express Their Own Opinions

“I feel like I am talking to a real person to express my thoughts and I am being heard”

“It gives room for expression. The other formats confines people to a predefined structure.”

“It’s a lot better being able to write my opinions down rather than having to click boxes which often don’t correctly reflect my opinions.”

1.6X greater
consistency in answers
across related metrics
in a survey

2X more significant
differences from OE
leading to more
differentiated findings

2.4X more likely to
explain behavior leading
to more actionable
recommendations

3.6X more likely to
uncover hidden
motivations and
subconscious drivers

Conversation with **Data**



Conversation with Stakeholders



The Insight Architect's Toolkit

Conversation
with
Participants

Conversation
with
Data

Conversation
with
Stakeholders

LET'S CHAT ABOUT WHY

The Future of Quant is Qual

Try inca



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Powered by **next intelligence**



measure



explore



enable



engage