

# THE RESEARCH ROOM



by The Goat Farm



**Want good,  
honest feedback  
from your  
consumers?**

**But not sure how  
to reach them?**

### **Straight from the horse's mouth**

There's more to understanding your customers than customer satisfaction surveys and statistics. Diving into how they **feel** about your brand/product/service can uncover some of the most important **insights** about your business.

Do away with expensive and time-consuming surveys. Talk to your customers in real time with the help of The Research Room.

We'll get the *actual* low down with one of our focus groups in as little as 90 minutes!

## THE RESEARCH ROOM



# The Goats are the bleating experts

That's right, we're a friendly bunch and love getting to know new people. It comes naturally to us!

Creative Director of the Farm, Vaughn Davis is a well-known public speaker, social media whizz and radio host. He's done his fair share of hosting focus groups too, so you're in good hands!

# Why a focus group?

## 1. Measure reactions, not just opinions

Real-time, qualitative feedback via visual cues about how the consumer feels.

## 2. Easy to repeat

Reuse the questions and format again and again with new groups and build your picture of wider society.

## 3. Fast

They usually last for 90 minutes max and you collect feedback from many participants at the same time.

## 4. Hands on

You can get closer to your candidates than you would by phone or paper. Real-time discussion can be aided with props, and other cues.

## 5. Deep-dive the details

Richer responses as you can explore feedback by asking further questions.

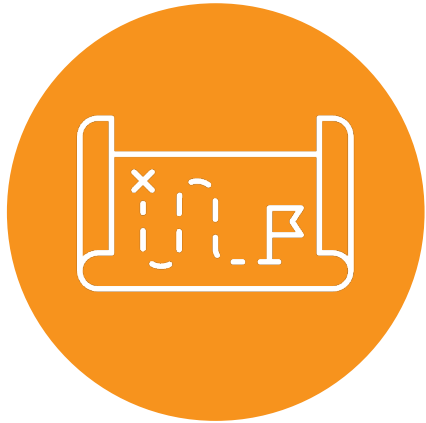
## 6. Engaged participants

We deal with willing volunteers who are curious about the subject matter.

**How it works**

# The steps to hosting

The Goat Farm Focus Group package enables businesses to quickly and cheaply hear from the horse's mouth about their brand, product or service.



## **Step 1. Define your objective and recruit!**

We'll chat to you about what you are trying to learn through your focus group, and some key questions that will lead to that knowledge.

Understanding your desired outcome using this knowledge will inform who we're targeting and how we're going to reach them.

# The steps to hosting



## Step 2. Book them and they will come

We can create customised advertising calling for research participants, designed to run on the media channels you have available, as well as proposing other channels you may not have considered.

Brand assets and guidelines to be supplied by you, artwork and copy magic to be supplied by TGF.



## Step 3. The live chat

Leave it to us to facilitate the event, from guiding and capturing the discussion to sorting refreshments, props and managing the venue and attendees.

# The steps to hosting



## Step 4. Insights

You will receive a report on the key findings of the event, and our recommendations based on these insights. Included is also a copy of the discussion guide, and who attended.



**What it costs**

THE RESEARCH ROOM

# Tailored solutions

Be it one focus group, or an entire NZ roadshow of them, talk to us about tailoring your event and we'll provide an estimate.

Pricing starts at \$4,500 for one focus group

..and \$6,750 for two focus groups

(for instance, two groups on two consecutive nights, e.g. customers vs non-customers)

*We recommend a maximum of 10 participants per event.*

## THE RESEARCH ROOM



## Call a goat!

For more information email  
Tim Dixon at [tim@tgf.co.nz](mailto:tim@tgf.co.nz)  
or call him on 027 430 8008.