



## Projective Research Techniques

Projective research techniques, when used by experienced interviewers, can uncover feelings, beliefs, attitudes and motivations which many customers find difficult to articulate, or feel inhibited expressing.

**Image Selections.** Target customers select 4" x 5" images from various, carefully designed galleries (e.g., landscapes, abstract shapes, celebrities, packaging, etc.) to represent an idea, concept, brand or company.

**Cocktail Party Metaphor.** Target customers are asked to imagine the brand as a person attending a cocktail party where competitors are also present as people.

**Thematic Apperception Test (TAT).** Target customers are given a series of incomplete and ambiguous images representing a brand or customer situation and are asked to describe what each image means.

**Brand Analogies.** Target customers are asked to describe a brand through analogous brands from other categories (e.g., Brand X is most like which hotel brand? Which automotive brand? Which beer brand? Etc.).

**Sentence Completion.** Target customers are asked to fill-in-the-blank in a series of sentences (e.g., "Viagra is as important to men as \_\_\_\_\_ is to women").

**Free Association.** Target customers are asked for spontaneous verbal associations to each of several brands (e.g., "Name the first thing/idea that comes to mind when you hear [brand x]").

**Guided Construction.** Target customers are given a small series of stimuli (e.g., images or words) and directed to build a story that relates to a particular brand/category experience.

**Grouping/Sorting.** Target customers are given a list of brands and asked to group or sort them, either as they see fit or on specific dimensions.

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