

TOP MODERATOR



Over the course of her career, Kendall has conducted hundreds of in-person groups, IDIs, online bulletin boards/digital diaries and a host of other qualitative research techniques. Her range is so broad that one might think there couldn't possibly be any depth to it, but there is. A lot. In fact, Kendall is currently the president of the Qualitative Research Consultants Association (QRCA) and the instructor of Burke Institute: Next Generation Qualitative Tools course; she's truly passionate about sharing with other Qualitative Research Consultants and educating the industry.

What makes Kendall so unique is her ability to cross all platforms used in qualitative research. She is right at home in face-to-face qualitative research situations, but also has the technological savvy to develop and implement cutting edge techniques (her most recent foray into Google Glass as a perfect example). Kendall doesn't fall prey to a "kitchen sink" mentality, though, but instead she uses her breadth of knowledge as a toolkit for selecting the ideal technique for every research need.

Kendall's clients really value the fact that she prefers to bring them along whenever possible, to maximize the return on their research dollars. This may translate into focused, intentional backroom activities for processing learning as it's unveiled in

the Research, appropriately weaving clients into the dialogue when attending in-context (ethnographic) research, and actively engaging with the client team before and after the research to make sure objectives are clear and meaningful for the organization. Other feedback about Kendall has included comments about how she...

- ▶ Has a relatable, approachable moderating style that allows consumers to open up and provide authentic insights.
- ▶ Has an uncanny ability to create an organic conversation with consumers that always ultimately answers the key objectives of the research.
- ▶ Is able to adjust her moderating style depending on the population segment she's talking to, as well as specific aspects of any given individual that call for changes in approach to garner the richest possible learning from them.
- ▶ Truly connects with, and cares about, her participants. In fact, it's fairly common for participants to hug Kendall when leaving a group because they felt important, cared about, and experienced a reciprocal interaction.

▶ BURKE INC.

500 West 7th Street,
Cincinnati, OH 45203
kendall.nash@burke.com

ABOUT KENDALL NASH

Title: Senior Qualitative Consultant

CASE STUDY

What was the strategy behind the session?

The client was interested in better understanding their teen consumers – their motivations, interests, priorities, desires for an in-store convenience store experience, as well as preferences for frozen treat products and their promotions. Hallmarks of Millennials are independent ideas and an ability to create ideas and solutions when given a voice to do so. However, it's also a tricky target to really immerse in unless you have an approachable style and strategically design the research to feel collaborative and engaging. The research design implemented was an app-enabled online bulletin board to engage with this teen target in an effort to get to know them, virtually tag-along with them as they went to the convenience store, and have them co-create with us regarding promotional ideas that would resonate with their demographic.

What techniques did they employ?

The research leveraged several creative techniques for "getting to know" teen consumers. The range of activities allowed teens of very different personalities to express themselves in unique ways. Projective techniques, digital collaging, and "liking/disliking" of concepts to mirror familiar behaviors of social media platforms. Kendall used a mix of individual and group activities to draw out the preferences of the teens, as well as engage them with each other to really trigger creative thinking.

“The teens felt they got to know Kendall well through the weekend of research, and in a desire to “not let her down” they went above and beyond in providing images, videos, and thoughtful answers to primary and follow-up questions.”

What tools did they use?

Utilized multiple touch points (social media, smartphone app, and virtual research platform) for collecting holistic learning.

LOCATION
Cincinnati, OH

CONTACT
800.688.2674



TO LEARN MORE ABOUT BURKE INC.
www.Burke.com