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Our Approach

Recognizing every client and study as unique, and to ensure optimal learning with each investigation, The Lazar Group offers targeted, yet innovative design ideas, with leading edge facilitation techniques, as well as unexpected preparation steps.

We Take Project Design Very Seriously

Listening intently and carefully to each client's project goals, The Lazar Group **swiftly synthesizes** issues and is known for making significant contributions throughout the design process. Creative ideas are initiated to optimize study design. **Rigorous standards** are applied to methodology, target definition, screening materials, market selection, etc.

Behind the scenes, The Lazar Group employs a **consultancy staff model** which provides resourceful brainstorming throughout a project's duration – from early design through learning stages through final report and implications. This ensures each client benefits from the **combined brain power** of our highly experienced group of marketing professionals.

We also encourage development and usage of **stimulus materials** in discussion sessions, believing they can frequently drive the level of learning to a higher level. In order to help clients meet their objectives and timetables in developing materials, The Lazar Group also offers creation and/or assistance with stimulus development, from worksheets to full blown concepts, as well as iteration suggestions.

This is an example of one of our many creative deliverables.



Our Tool Chest

The Lazar Group is well-grounded with extensive experience in marketing in consort with human psychology, consumer behavior, and brain research. This background is thoughtfully applied to all interview conversations:

- Seek out underlying attitudes and motivations that influence decision-making, choice/preferences, and drive behavior
- Integrate understanding of cognition and attitude formation, including manner in which ideas are discriminated, assimilated, associated or linked to other ideas
- Relentless probing to gauge levels of understanding and commitment to ideas and to uncover ways to create stronger linkages
- All of the above integrated with a friendly, lively and engaging facilitation style

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of one of our many
creative deliverables.

Consumer Interpretation	Concept A	Concept B
Appeal	Learn: space not deter how it requires not it, space	Learn: space not deter how it requires not it, space
End Benefits	of requires not it, Deter on plan id of it, space on stage space	of requires not it, Deter on plan id of it, space on stage space
Support	space not stage space requires learn space, not deter how it requires	space not stage space requires learn space, not deter how it
Reason-to-believe	Learn: space not deter how it requires not it, Deter on plan id of it	Learn: space not deter how it requires not it, Deter on plan id of it
Areas for Improvement	requires learn space, not deter how it requires	Deter on plan id of it, space not stage space

In addition to the above, best-in-class, insight-driven qualitative research requires critical thinking as well as a carefully considered application of a wide range of facilitation beliefs and tools...

- Expertly guided and dynamic group discussions always focused on core goals with proper attention to depth and range of insight required
- Sequential reveals of information so as to minimize bias
- Perceptual mapping activities and sorting techniques to foster rich discussion and create competitive visualization of a category and identify opportunities
- Imagery/Product attachment through projective techniques, collages, obituaries, "What if" scenario testing, best friend/party gatherings, etc.
- Laddering and benefit-chain linkage excursions
- Cognitive and associative exercises
- Need/Gap excursions and SWOT assessments
- Encouragement of iteration, where appropriate, to maximize endpoint learning



Getting Ready

The Lazar Group takes pre-prep seriously and may integrate one or several steps in readying themselves for any upcoming conversation with customers:

- Specialized Internet/informational searches
- Pre-research interviews with key contacts
- Mystery shopping or store checks
- Competitive product assessment via purchasing/trial
- Competitive claims review
- Review of past research
- Laboratory or factory tours