



iFocus Hybrid Special Offer

Free Consumer Omnibus Questions with Focus Groups or In-Depth's



For the duration of 2025, iReach is offering free Consumer Research in support of paid-for Virtual or in-person Focus Groups or Video In-depth Interviews. This Hybrid approach will allow our clients to blend quantitative and qualitative (deep dive) research to maximise the value from research insights. The return on investment for such market research is significant and will maximise value from such iReach engagements.

iReach offers an extensive range of qualitative, quantitative and digital research methods across traditional and innovative approaches making market research more dynamic, more impactful and more cost effective. iReach is unique in having Consumer and Business Research Panels which are augmented by specialist panels such as our Pre-millennial or Tweens and Youth Panels. Other panels include Mums & Infants, Primary Shoppers and Family@Home communities.

iFocus by iReach – Q4 2025 Special Offer Virtual Focus Groups and Video In-depth Interviews

iReach will provide Free Questions in our Consumer Decisions Omnibus in support of moderated Video or In-person Focus Groups or In-Depth Interviews (IDIs) as well as free Participant Recruitment from our Panel of over 40,000 Consumers in Ireland. Costs include all project elements from Topic Guide Design to full reporting in PowerPoint. Offer also covers Video@Home by iReach where we can engage with Families in a safe and natural environment.

- i** iFocus Video Groups and In-Depth Interviews start from €6,000 for 2 groups (excluding venue costs and Incentives).
 - **Free 6 x Consumer Omnibus Questions** with Focus Groups or In-Depth Interviews (IDIs).
 - **Free Participant Recruitment** for Focus Groups and IDIs Nationwide.
 - **Free Secure Video Portal** Recordings of Focus Groups and IDIs.
 - **Full Data Analysis and Reporting** for both Qual and Quant Research elements.
 - Delivery of results in PowerPoint **with free De-brief**, Webinar or Conference Call.
- i** iReach Moderated Focus Groups
 - Unique dual Moderation with 2 experienced iReach Moderators to balance Age and Gender mirroring with Focus Group participants.
 - Topic Guide Design Workshop with project Stakeholders.
 - Agree Recruitment Screener with project Stakeholders for best fit participants.
 - Shortlisted Participants interviewed by phone to confirm screener details as well as ensure they will be active, engaging and positively engaged in the focus groups.

For more details please email oisin.byrne@ireachhq.com or telephone 01-214 3740.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods – Qual, Quant and Digital - to deliver deeper insights from better research.

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Quantitative Insights



Analytics



Qualitative Insights



Communities