

## **BRANDSCAPES @ QUAL360 APAC 2018 – October 10-11, 2018 at Singapore**

Qual360 conference caters to the qualitative research community, bringing together an exciting mix of client case studies, interactive workshops, new methodologies and the latest in research technologies.

The theme of the Qual360 APAC event held in October 2018 was “Evolve & Transform” and was well attended by organisations such as Uber, Ferrero, AirAsia, P&G, Nissan, Mondelez, InMobi and Amazon.

Jayanth Narasimha, Senior Director – Insights and Maitreyee Patki, Director – Insights presented at the event.

The presentation ‘Harnessing technology to uncover behavioural insights: camera as an ethnographic tool’ talked about the evolving role of cameras in qualitative research and their power to objectively and subjectively capture conscious and subconscious behavior. The presentation brought alive examples from exciting projects that leveraged the power of cameras in capturing unarticulated, unconscious behaviours

