

knit



truth
initiative

From Qual to Quitting

How Truth Initiative is using **Qual-at-Scale** to humanize the Cessation Journey

Prepared for:
Qual 360 NA



Today's Speakers



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knit



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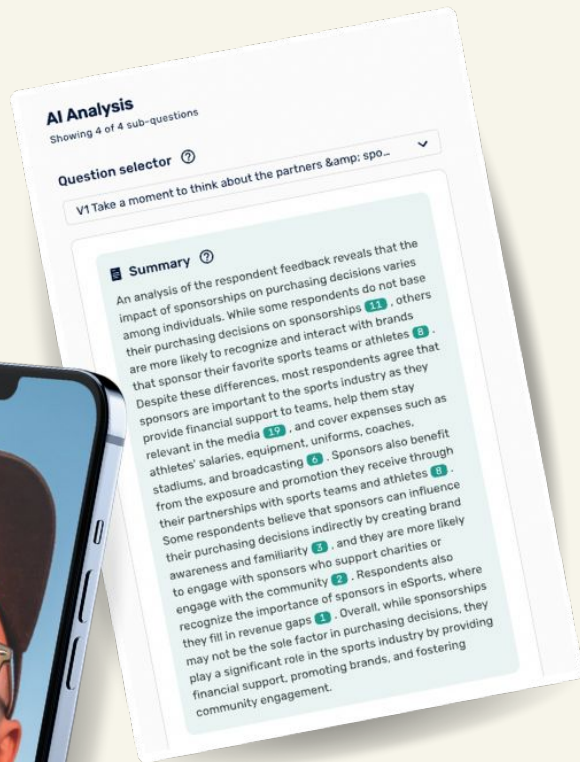
A bit about *knit*

Knit is an AI-native Insights Platform combining the power of **Quant**, **Video** and **AI** to help brands get a **quicker and more holistic understanding** of their target audience.

Trusted by **100+** Brands



Moët Hennessy





Importance of **Qual** for Truth Initiative

Humanize real
quitters' experiences
in the **truth**
campaign and solutions





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Truth Initiative's Need to Dig Deeper with Qual

1

Navigating **Sensitivity** through the Voice of the Consumer

2

Ensuring **Rigor & Diversity** through Larger Sample

3

Synthesizing All this Data to Drive Real Impact

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Truth Initiative found its *Partner* in Knit



Let's dive into how we helped >>





Overview: How knit works

1



Create your survey

AI-Generated or Custom Programmed, with 100+ question varieties

2



Vet your audience

Custom segment 5M+ consumers or field with your own panel

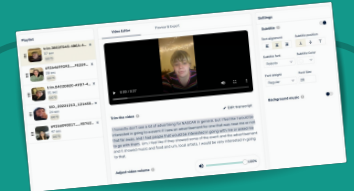
3



Analyze in minutes

AI-Generated Quant & Qual Summaries + AI Contextual Analysis™

4



Share impactful insights

Create showreels, customize charts and auto-generate editable reports





Navigating **Sensitivity** through the Voice of the Consumer

Knit's **VoC Video** Research Unlocked:



Privacy & Flexibility for more authentic answers



Structured Prompts getting to a “deeper level”



Hearing a person's voice in their Own Words

The screenshot displays the Knit VoC Video Research interface. On the left, a sidebar menu includes sections for BUILD (Project Overview, Survey Builder), ANALYZE (Data Summary, Videos, AI Text Analysis, AI Video Analysis), and REPORT (Showreels). The main area is divided into three panels: a Playlist of video clips with titles like 'Cheers to the Weekend' and 'SKRYmSuvFJWG7FKH...', a Slide Editor showing a video player with the text 'Cheers to the Weekend' and 'The Official Time for Pizza Time', and a Settings panel on the right with fields for Main Heading, Subheading, and Slide Settings. The top navigation bar shows 'Knit Content for It...', 'In Progress', and 'Weekend'.

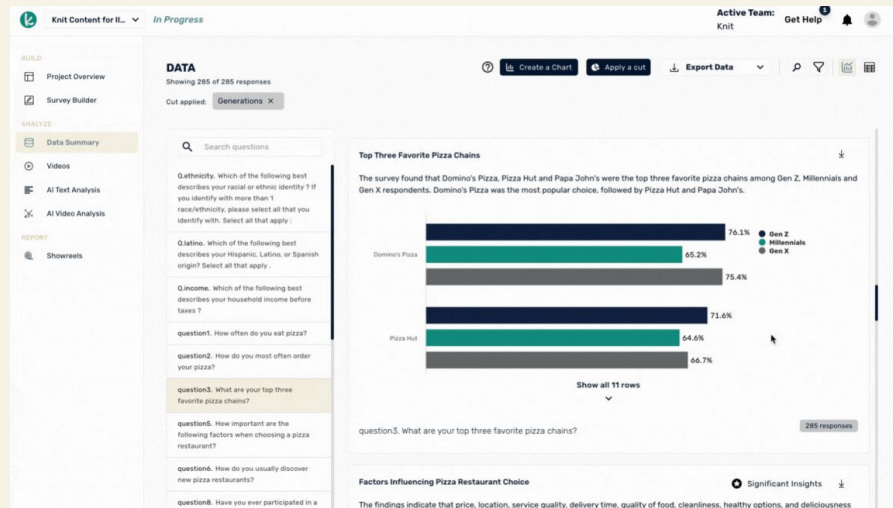




Ensuring Rigor & Diversity through Larger Sample

Knit's Quant + Qual Research

Allows Truth Initiative to **scale up their qual work** to capture the voice of their audience, while also **“knitting” in the hard numbers** from their quant data to better influence well-rounded decisions





Synthesizing All this Data to Drive Real Impact

Knit's AI Analysis Platform

Allows Truth Initiative to action on all of this data, in a matter of days, as Knit's AI Analysis capabilities helps make sense of both the quant & qual data captured in each study

The screenshot displays the Knit AI Analysis Platform interface. At the top, it shows 'Knit Content for It...' and 'In Progress'. The active team is 'Knit'. The main content area is titled 'Video Analysis' and shows a 'Summary' of the analysis. The summary text states: 'The analysis of the responses reveals that the decision to order pizza is influenced by various occasions, events, and moods. The most common occasions for ordering pizza include weekends, particularly for activities like watching movies or having family game nights, and after a long day at work when individuals are tired and seek a quick, easy, and filling dinner. Pizza is also a popular choice for social gatherings such as football games, birthday parties, family gatherings, and major life events due to its convenience and ability to cater to a wide range of preferences.' Below the summary, there is a 'Themes' section with a 'Theme Cloud' view. The themes listed are: 'What occasions, events, or moods influence you to choose to order...' (219), 'Why do you tend to choose pizza instead?' (147), 'What alternatives are you generally considering it against?' (71), and 'Are there certain times where you're ordering pizza more than...' (58). There is also an 'Add a new theme' button and 'Untagged Responses' (2). On the right, the 'Showing all responses' section displays two user responses with their avatars and text. The first response is from 'vKSLADK2' and the second is from 'sallym10'. At the bottom right, there is an 'Ask Aida' button.





**With the help of Knit,
Truth Initiative can bring
real quitters' experiences
to life in their campaigns.**





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Partner with *knit*

Want a deeper Knit demo? Just have a question? Reach out to the Knit team anytime!

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Want more info? goknit.com