

Before You Decide, Ask Ditto

A new approach to qualitative research for commodity boards,
designed for decisions that move too fast for traditional methods

The Problem You Face

You represent an entire category. Your decisions are scrutinized by producers, boards, stakeholders, the media, and the public.

And increasingly, you're navigating issues that are emotionally charged—health claims, sustainability, trust.

You can't afford to get it wrong.

But traditional research is slow, expensive, and often impractical for the questions that arise in real time.

What if you could ask before you decide?



What Ditto Does

Ditto is a synthetic qualitative research platform that lets you have structured, exploratory conversations with carefully constructed panels of consumers, trade audiences, and stakeholders, anywhere in the world.

It's designed to support the real work behind decisions; **not to replace your judgment, but to inform it** while ideas are still being shaped.

How Teams Use Ditto

Test messages and claims

Ask the same question to different audiences and see where opinions align or diverge

Go deeper when something doesn't add up

Move into one-on-one exchanges to understand what's underneath the first answer

Test visual content

Upload ads, social posts, or campaign materials and explore reactions

Explore sensitive topics honestly

Ask about trust, confusion, skepticism - topics people often avoid in traditional settings

Reach the Audiences That Matter

Access the perspectives you need, when you need them:

- Consumers by generation, lifestyle, or attitude
- Grocery buyers and retail decision-makers
- Foodservice operators and chefs
- Manufacturers and ingredient buyers
- Dietitians and health professionals
- Farmers, producers, and industry stakeholders
- International trade audiences across priority markets

Why the Insights Feel Different

In traditional qualitative research, people are influenced by group dynamics, moderators, and the desire to sound informed or agreeable.

Ditto removes those pressures.

Synthetic panels don't need to impress anyone. They can explore confusion, skepticism, fatigue, and uncomfortable truths without hesitation—often resulting in insights that feel clearer and more revealing than expected.

The Questions That Keep You Up

- What do people think this message means?
- Which claims feel credible—and which feel overstated?
- What's the first emotional reaction to this idea?
- How do consumers vs. trade audiences think differently?
- What makes this feel like more effort than it's worth?
- Where does trust break down?
- What would have to change for this to feel relevant?

How It Fits Into Real Decisions

Before board meetings

Test messaging or explore stakeholder reactions

During campaign development

Validate claims before creative is finalized

When questions arise

Get clarity on trade perceptions without waiting months

Alongside traditional research

Explore early-stage ideas, then validate with larger studies

How to Get Started

Managed Research Pilot

A guided one-month engagement where 6 Seeds designs and runs a focused study for your organization
Includes up to 15 study questions with clear, shareable outputs

Starting at \$5,000

Annual Platform Access

One-year access with training for key staff and self-directed exploration across audiences and markets
For teams that want qualitative insight available year-round

Starting at \$35,000/year

all prices in USD

What You Need to Know

Timeline

Studies deliver insights within 1–2 weeks

Data Ownership

All inputs and outputs remain confidential with secure access

Reliability

Personas grounded in real data—designed for qualitative direction

Ready to See It in Action?

If you're facing decisions where perception, trust, or reaction matters, let's talk.

Book a free demo:

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