



simplifying research



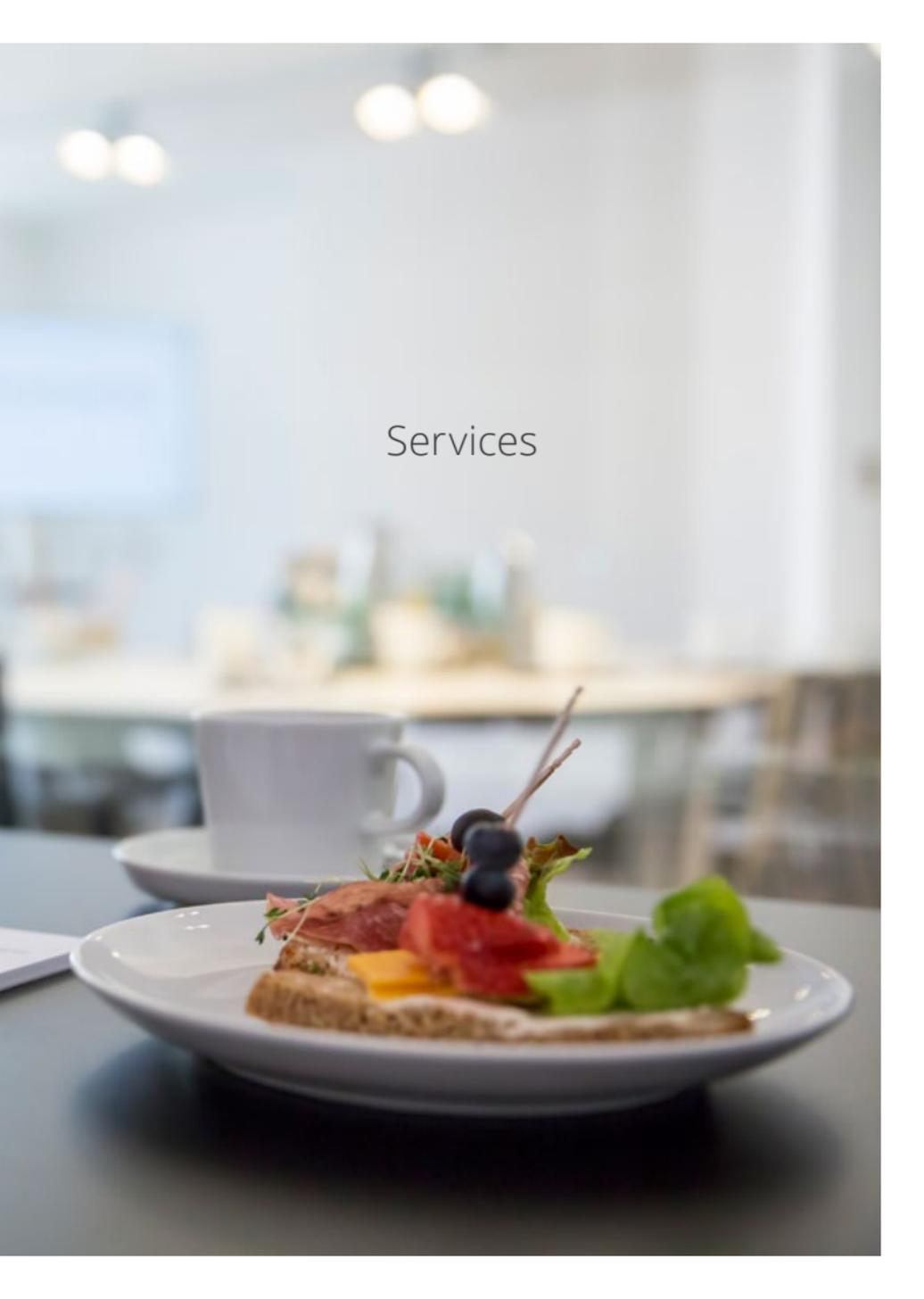
Sit back and relax,
your study will turn out fine.

Starting a study with us is as simple as using a washing machine. Just set the quota and press start. And we will make sure that everything goes according to plan. Even if the plan changes.

Simplifying research: Effortless market research with perfect respondents in pleasant surroundings.



Services





One-to-one interviews and focus groups

It's all about the personal touch. About real findings based on candid opinions. Which is why the atmosphere should be pleasant, comfortable and classy.

After all, respondents need to feel at ease in face-to-face situations before they can say the all-important sentence. The sentence that may well prove to be the cornerstone of the findings.

Studio tests and international field management

Whether visual or sensory, complex or spontaneous, our Face2Face research is fast, uncomplicated and of the highest quality. Be it shelf tests, sensory tests or traditional product tests.

The frozen food is coming earlier than expected? The data format for the TV commercial seems to be from another planet? The new designs are on your smartphone? No problem. Whatever the challenge, we are more than a match for it.





Recruitment: The source of knowledge

You supply the right questions and we will supply the right respondents. With strategic marketing for test persons, full-time recruitment staff and ongoing data administration.

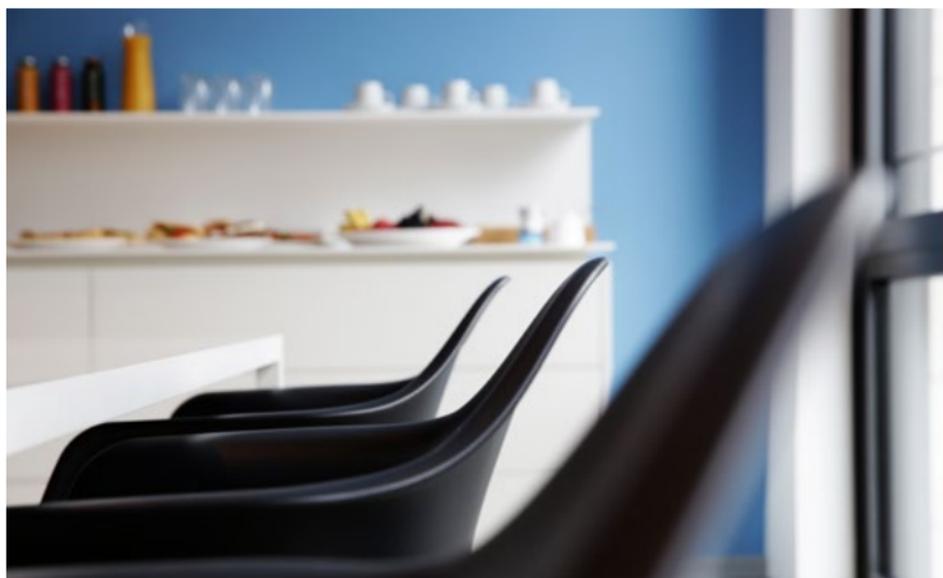
No ill-suited respondents, no-shows or “professional respondents”. Just perfect respondents for perfect results.



Studios



- 3 Focus group units
- 1 Shelf-testing room
- 6 Test rooms





3 Focus group units
1 Shelf-testing room
10 Test rooms



Cologne



- 3 Focus group units
- 1 Shelf-testing room
- 7 Test rooms



Munich



Quo vadis – where are you going?

The question that it all boils down to: Where are consumers headed?

You will find the answer in our three studios. With our respondents. And with our expertise.

English language version

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