

ADMIAP

www.warc.com/buyersguides

January 2014

NEXT GENERATION RESEARCH BUYERS' GUIDE 2014

Sponsored by





\$5,000 Cash Prize

Awarded to the best essay that
addresses the topic:

**How brands are built in
the digital age**

**Deadline for entry:
31 January 2014**

warc.com/admapprize2014

The questionnaire is dead, long live the questionnaire!

Mobile internet has changed the nature of surveys. Research Now's Michael Murray and Luke Sehmer argue that allowing panellists to answer on the device of their choice aids engagement

It isn't new thinking to consider online survey respondents to be more than that. We have been asking them increasingly difficult questions (and sometimes the same questions) for years.

For best-practice survey design, we are told not to ask unnecessary questions and as technology becomes more and more sophisticated, more and more of our questions become redundant. For profiling information, this has arguably been the case for years, but now we can augment our data collection with digital and mobile behavioural data. We already know their physical location; how long before we add in cross-device media consumption via passive capture (perhaps we are already?). Online panellists have become a consumer data asset and an incredibly valuable one at that.

This value comes from the additional consumer understanding and the ways in which it can be used to supplement and enhance survey data. Enhancing survey data with additional information could come from a huge variety of sources.

The implications of this point of view are far reaching and will mean different things to different people. To give an example, advertisers could use augmented data sets to explore the attribution of different behaviours to their campaigns. Or marketers could use this approach to enhance their understanding of their target audience and make more informed decisions.



As researchers, it is easy to recognise the importance of behavioural data; however, the key challenge is how best to incorporate it in any analysis. We need to understand what data is important. With any rich (and potentially disparate) data set, we need to know the right questions to ask. This starts when we set objectives, which should run through the questionnaire and ultimately into the data interrogation and analysis.

Although we've posited that the questionnaire is no longer an independent data set, we are still interested in what people have to say and we still have questions, let's make sure they're giving us coherent answers.

To that end, we must take care of our panellists. Accurate measurement comes

from truthful, considered responses. Engaged, responsive panellists aren't rare, but they are special and need to be looked after – value their time, ask them necessary questions in an engaging way and allow them to answer on the device of their choice.

Therefore, we have spent 2013 re-developing our interactive survey tools, ensuring they are compatible with a broad range of devices. We've also explored the implications of scale response patterns and the use of scale questions across different data collections modes.

Finally, with regards to mobile, we have run over 100 mobile data collection projects in Europe, using a variety of different features. Our geo-

located studies have added additional validity to in-location research as the survey can only be completed within a specified geographical area. We know that mobile is instant and within the studies conducted this year we've seen response rates of 65-70%, including the trickier sample, such as those aged under 25's.

With mobile diary studies we've seen a 25-30% increase in average number of diary entries per respondent. This is even more prevalent with consumption and ad awareness studies where accurate and timely data is key.

Our advice is to consider all tools available and design research to draw on the appropriate one. Ask the right questions, ask only the ones that you need to and don't forget that if you ask a poor question, you more than likely to get a poor response.

Next Generation Research Buyers' Guide 2014

In *Admap's* 2014 guide to online panel research, entries are listed alphabetically by company name. An online version of this guide is available at:
www.warc.com/buyersguides

List of entries

4 B2B	9 Google	14 Research Now
6 Cint	10 Mo'web	15 TNS
7 Firefish	11 Norstat	16 Toluna
8 GMI	12 QRi	18 YouGov





ABOUT THE COMPANY

B2B International is a world-leading, specialist business-to-business market research provider, offering custom-designed, individually tailored market research services to a broad range of clients and industries. We have teams based over three continents, working with some of the world's biggest brands. We offer the latest qualitative and quantitative research methods, together with a full range of data gathering techniques and sophisticated analytical tools to ensure our insights and intelligence are the best in the industry.

B2B International provides a comprehensive range of research services. Using a combination of qualitative and quantitative, and traditional and cutting edge research methodologies, our aim is always to provide insights that best meet our clients' objectives, facilitating the development of their strategy and, ultimately, their growth.

OTHER SERVICES

- Advertising Research
- Branding Research
- Channel/Supply Chain Research
- Competitive Intelligence
- Customer Loyalty
- Employee Engagement Research
- Market Entry
- Market Opportunity Research
- Pricing Strategy Research
- Product Development
- Segmentation

DISTINCTIVE FEATURES

In addition to our b2b specialism and our global reach, we believe one of our key differentiators to be the fact that 99% of all of the work we do is conducted in-house: from project design through to data collection, processing, analysis and presentation. This ensures quality and accuracy of data, and enables us to be more responsive than agencies that rely on outsourcing.

EXPERIENCE/TRACK RECORD

Our experience in the business-to-business arena is unparalleled. Whatever the industry sector or the geographical reach of the project, chances are we have been there before and can use this experience to better understand your challenges and better meet your research requirements.

COVERAGE

B2B International has teams based over three continents, all of whom conduct projects reaching every corner of the globe. Whether you wish to focus on a single geography or require a more complex multi-country study, we have experience in a vast range of domestic and international markets.

TYPE OF CONTACT

We work with companies from a wide range of industry sectors. While business-to-business research is what we're all about, we can also handle requests for consumer research through our sister company Deep See Research.

SPECIAL TECHNIQUES/ BRANDED OFFERINGS

Research Techniques:

- Desk Research
- Ethnography
- Focus Groups
- Interviews
- Market Research Online Communities
- Mobile Research
- Online Focus Groups
- Online Surveys

Statistical Techniques:

- Brand Mapping
- CHAID Analysis
- Cluster Analysis
- Conjoint Analysis
- Correlation Analysis
- Discriminant Analysis
- Factor Analysis
- MAXDIFF
- Multidimensional Scaling

TYPICAL PROJECTS

Size: Any

Scale: Global

CONTACT DETAILS

European headquarters

Nick Hague
B2B International
Bramhall House
14 Ack Lane East,
Bramhall,
Stockport,
Manchester SK7 2BY,
United Kingdom

Tel: +44 (0)161 440 6000
Fax: +44 (0)161 440 6006
Email: info@b2binternational.com
www.b2binternational.com

North American headquarters

Julia Cupman
B2B International
707 Westchester Avenue
White Plains
NY 10604
United States

Tel: +1 914-761-1909
Fax: +1 914-761-1503
Email: newyork@b2binternational.com
www.b2binternationalusa.com

Asia-Pacific Headquarters

Daniel Sun
B2B International
Office A001, 10/F, SOHO Nexus Center
No. 19A East 3rd Ring Road North
Chaoyang District
100020 Beijing
China

Tel: +86 (0)10 5735 1061
Email: beijing@b2binternational.com
www.b2binternational.com/china

Offices also in London, Brussels, Chicago and Shanghai



The global market research specialists

Experience. Our difference.

Helping businesses perform better,
realise their potential and grow.

Beyond Knowledge

t: +44 (0)161 440 6000
e: info@b2binternational.com
www.b2binternational.com

B2B
International



ABOUT THE COMPANY

Cint empowers access to opinions by innovating the way market insight is gathered. Reach over 10 million people in 57 countries, all recruited through 600 different panel owners like publishers, local media outlets, market research agencies and non-profits.

Cint's exchange platform, OpinionHUB, the fully transparent insight marketplace, brings together questions and answers from all around the world.

DISTINCTIVE FEATURES

With Cint, you can:

- Buy insight in the traditional way
- Access opinions through our innovative self-service tools
- Build a group under your own brand to monetise and gain in-depth knowledge of your audience

SAMPLE MANAGEMENT

Cint Access allows you to manage all of your insight needs from feasibility to pricing, ordering to sample management, and more. Run direct feasibility checks on your specific target group, check pricing and then select your sample. From there, Cint Access lets you set up quotas, invitations and reminders so you never have to worry about missing a step. Just connect to your survey and launch the project – it's that easy.

PANEL MANAGEMENT

Cint Engage allows you to enhance existing panels or build new groups through our easy-to-use online technology platform. It gives panel owners a wide range of profiling tools, incentive management options and built-in quality functionality. Panels can be used exclusively by you, the panel owner, or by other market researchers via the OpinionHUB marketplace, allowing you to generate profit and reduce the overall cost of maintaining a panel.

Cint Engage gives bloggers, publishers and organizations of any size the opportunity to generate a new revenue stream via market research. By allowing members to participate in market research surveys, money will be earned for every survey members complete. Cint Engage offers a widget or full site to help recruit members and hosts them in a robust database. On-demand media kits can also be produced to maximize return on ad space as well as to better understand your group's unique characteristics. Survey your panel for additional insights and combine 3rd party analytics tools for even more knowledge.

OUR PHILOSOPHY

Our philosophy is to offer researchers the opportunity to access respondents in an open and impartial environment, allowing for transparency, timely project management, consistent sampling methodology and quality respondents. We provide products and services that make it easy and cost effective for anyone doing online market research. Market researchers see what panels they are sampling from, including key data such as recruitment methods and response rates, but also have full control of the online fieldwork process.

Cint complies with ISO, CASRO, MRA, MRS and ESOMAR quality standards and has built-in functionality that ensures this across all accessible panels in the platform.

HISTORY

Founded in 1998, Cint has been in operation for 15 years. Cint raised its first round of funding in 2007. Since then the firm has grown significantly to then secure a second major funding in 2010 (€ 9 M capital) and a third in 2012.

Cint now has 140 employees in 10 offices around the globe and, to this date, a revenue growth of 90% year-on-year. Cint is very proud of its success, achieved by establishing a presence in key research markets and working with panel owners in 57 countries.

COVERAGE

Through Cint you can get instant access to well-profiled online respondents across the globe.

Europe – big five

France, Germany, Italy, Spain, UK

Rest of Europe

Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Ireland, Latvia, Lithuania, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Sweden, Switzerland, Turkey, Ukraine

North America

Canada, Costa Rica, Puerto Rico, Mexico, Guatemala, USA

South America

Argentina, Brazil, Chile, Colombia, Ecuador, Peru, Uruguay, Venezuela

Africa

South Africa

Asia-Pacific

Australia, China, India, Indonesia, Japan, Kazakhstan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Taiwan.

Suppliers that publish their panels on the Cint platform are a mix of publishers, media owners, brands, large market research companies with global reach and smaller firms with local expertise. For more details on the latest markets covered check out our updated Panel Book on Cint.com.

TYPE OF CONTACT

Our panel-building and management solutions have been used by many organisations, online media businesses, online communities and market research agencies. The majority of panels are consumer-focused, with deep profiling on interest areas like media consumption, technology, travel, consumer habits, etc. Increasingly, the Cint system is the home for hard-to-reach target groups and vertical sector panels like B2B, healthcare, sport fans, women, new mums, students and teenagers.

TRAINING AND TECHNICAL SUPPORT

Cint's products and services have been designed to be user-friendly. However, we provide training and technical support for all users no matter what service level they choose.

FURTHER INFORMATION

Whether you just want to have an informal chat or a full presentation on our wide array of insight gathering products and services, we would be happy to hear from you.

CONTACT DETAILS

Cint UK (Sales HQ)
77 Bastwick Street
London
EC1V 3PZ
United Kingdom
Phone: +44 (0)20 3514 2100
Email: contactcint@cint.com
www.cint.com

Other offices: Stockholm (HQ), London, Barcelona, Berlin, Los Angeles, New York, Atlanta, Moscow, Sydney and Tokyo.

FIREFISH

**WHO ARE FIREFISH?**

Firefish is an award-winning, independent, full-service, international agency providing INSIGHT, IDEAS and STRATEGY. We are industry leaders in qualitative and quantitative research, delivering premium expertise in both areas separately, as well as a seamlessly integrated or with a 'method neutral' approach, where appropriate.

We collaborate with our clients to build, refine and develop winning brands, always rooted in unparalleled consumer understanding.

We champion the consumer and are evangelists for the idea that strong insight, worked hard, in collaboration with brand custodians, can unleash creativity, breakthrough thinking and innovation.

WHY FIREFISH?

Creative, effective and rigorous work is what we have become renowned for over our years in business, not to mention our award-winning innovations. After all, what is insight without impact and what are ideas without insight?

We believe good strategy gets you from where you are to where you want to be. From developing new products and positionings, brand architecture, communication strategies and packaging briefs through to activation ideas, brand experiences and identifying new territories and audiences, we use your brand and business objectives as the starting point. We work with you to co-create and ideate, taking the ideas back in to the real world for that all-important reality check. Whatever you come to Firefish for, you can rest assured that our bespoke selection of methods and strategic thinking will help you get you to where you need to be.

INTERNATIONAL EXCELLENCE

With offices in London, Amsterdam and New York and our extensive experience across the length and breadth of mainland Europe, North, Central & South America, Asia, The Middle East and Africa, having conducted research in over 70 countries, we are your window on other markets and cultures. Firefish's years of experience, own international offices, hand-selected, trusted partner network and focus on strategic thinking, makes us the best choice for your global and multi-country projects.

**SPECIAL TECHNIQUES/
BRANDED OFFERINGS**

Firefish work across all manner of brands, communications, innovations, retail environments & services, media channels, technologies, digital platforms, people, trends and cultures. In addition to using the more traditional research tools and techniques (discussion groups, depth interviews, diaries, ethnography etc) Firefish has

a number of groundbreaking and award-winning methods that get our clients deeper insight than they have seen before. Here are a few:

- **Aquarium™**: Our digital research suite, comprising cross-platform smartphone and desktop research app and digital co-creation whiteboard space, Wikiboard™
- **FishEye™**: MRS Best Innovation award winner, providing a view of actual behaviour, and not what is reported. Recently used on a major IAB study.
- **FireFrames™**: Proprietary shopper method using video glasses technology
- **EmotiCoding™**: Creative development technique concerning emotional engagement
- **BehaviourLab™**: Strategic workshop that utilises Behavioural Economics to inspire behaviour change
- **Explorer**: Brand strategy method of 'deep diving' to gather understanding of complex topics. For example 'fun', 'masculinity' or 'authenticity', to name a few

MAJOR RESEARCH ACTIVITIES

Qualitative: Group Discussions | Depth Interviews | Consumer Connects | Expert Interviews | Intercepts | ASTs | Ethnography | Diaries | Blogs & Communities | Mobile | Concept Lab | Video Forums | AutoEthnography | Co-Creation | EmotiCoding | BehaviourLab | Lifelogging and more

Quantitative: Drivers Analysis | Volumetric Modelling | Advanced Regression Modelling | Conjoint Testing | CHAID | Turf Analysis | Media Modelling | Needs and Attitudinal Segmentation | Hybrid (Normative) Segmentations | Database Segmentation Modelling | Segment Allocation Modelling | Gabor-Granger | Structural Equation Modelling | BPTO | Discriminant Analysis and more

Kids & Family: The Pineapple Lounge is an in-house business unit of Firefish specialising in qualitative and quantitative research with children and families. Working consistently with the pre-school, kids, teen, and mum and baby markets, the team observe and are a part of family journeys from birth to teendom.

Firefilms: Our in-house sister company that has been breaking new ground in research filming since 2001. From hidden cameras and 360° in-store filming to dramatisations, segment animations and debrief films, they keep insight alive and kicking beyond the final presentation.

CONTACT DETAILS

Martyn Hill
Firefish Ltd
15 Worship Street
London
EC2A 2DT UK

Tel: +44(0)20 7826 9900
Fax: +44(0)20 7826 9901
Email: martyn@firefish.ltd.uk
www.firefish.ltd.uk
twitter: @firefishltd

Kees van Duyn
Firefish Netherlands
Tweede Kostverlorenkade 65
1053 SB
Amsterdam
The Netherlands
Tel: +31 20 260 1286
Email: kees@firefish-research.nl
www.firefish-research.nl

Liam Daley
Firefish USA
68 Jay Street #503
Brooklyn
NY 11201
United States
Tel: +1 646 286 4360
Email: liam@firefish.us.com
www.firefish.us.com



ABOUT THE COMPANY

GMI empowers insights.

Quality-seeking researchers, marketers and brands choose GMI as their trusted global partner for digital data collection. Our innovative technology, proven sampling methodologies and operational excellence facilitate a deep understanding of consumer opinions and behaviour.

From intelligent sampling to award-winning survey engagement to sample management and custom reporting, GMI adds value at every stage of the research process.

GMI delivers access to online research respondents with unparalleled quality, capacity and targeting for every budget.

Founded in 1999 with global headquarters in Bellevue, Washington, GMI has operations throughout America, Europe and Asia-Pacific and serves some 4,000 customers in more than 70 countries. GMI is part of Lightspeed Research, the leading provider of technology-enabled solutions and online respondents for global market research

SPECIAL TECHNIQUES/ BRANDED OFFERINGS

We support our customers 24x7x365, providing global access to research data anytime and offer scalable performance and can handle projects of any scope or complexity with ease. By using only one vendor, productivity is raised and research quality is enhanced, while keeping the total cost of ownership low.

OUR SOLUTIONS INCLUDE

GlobalTestMarket and **MySurvey** online research panels, which have millions of deeply profiled double opt-in panelists across 40 proprietary panels throughout the Americas, Europe, the Middle East, and Asia-Pacific.

GMI Pinnacle, which creates balanced datasets while eliminating respondent source biases.

GMI Interactive, innovative online survey design to engage respondents and provide more insightful data. GMI Interactive is an award-winning innovative survey design technology that engages respondents through the use of visuals, audio and video, creating a rich and robust experience.

GMI Mobile. Harness the power of mobile for research needs. Extensive mobile access among consumers and rapid advances in mobile technology provide distinct advantages for certain project types built on the same state-of-the-art platform used to conduct its online surveys.

GMI Ad Tracker, a fully integrated online solution that offers ad tracking for a global audience, along with comprehensive post-impression surveys via our sophisticated research services and technology.

GMI Tracking & Re-Track Services, providing vides accurate and reliable tracking studies based on years of online research and panel experience. Our custom designed trackers ensure that we provide clients a tailored research solution that delivers reliable and consistent data, wave after wave.

These solutions, along with a full suite of data collection services including specialty panels, custom panels and communities, device agnostic surveys, and observed digital behaviour, provide the industry's most complete and highest-quality portfolio for conducting online research.

OTHER SERVICES

- Full Service projects
- Fast Track projects
- Device Agnostic surveys
- Ad Tracker capabilities
- Interactive surveys
- Trackers
- Gamification questionnaires
- Click and Ad-testing
- Heat mapping capabilities
- Performance dashboards
- Employee feedback services

COVERAGE

United States

Seattle, WA
Boston, MA
Minneapolis, MN
Chicago, IL
Los Angeles, CA

International

Hamburg, Germany
Hong Kong, China
London, UK
Munich, Germany
Paris, France
's Hertogenbosch, the Netherlands
Shanghai, China
Singapore
Sydney, Australia
Valencia, Spain
Vancouver, BC Canada

CONTACT DETAILS

Americas headquarters

Dan Fitzgerald
GMI (Global Market Insite, Inc.)
1100 112th Avenue NE
Suite 200
Bellevue, WA 98004
United States
Tel: +1 206 315 9300
Fax: +1 425 688 7735
Email: info@gmi-mr.com

Europe headquarters

Martin Filz
GMI UK Ltd
1 Bedford Avenue
London WC1B 3AU
United Kingdom
Tel: +44 (0)20 7399 7010
Fax: +44 (0)20 7631 4337
email: info@gmi-mr.com

APAC headquarters

Ludovic Milet
GMI (Global Market Insite, Inc.)
Suite 1104, Level 11
46 Market Street
Sydney, NSW 2000
Australia
Tel: +61 (0)2 9290 4333
Fax: +61 (0)2 9290 4334
Email: info@gmi-mr.com
www.gmi-mr.com



Google consumer surveys

ABOUT THE PRODUCT

Google Consumer Surveys is a market research tool that enables researchers to easily create online surveys in order to help make more informed business decisions. People browsing the web come across the survey questions when they try to access premium content like news articles or videos and publishers get paid as their users answer the questions. Or people who download Google Opinion Rewards, Google Consumer Survey's mobile app, will be sent surveys on an ongoing basis and get Google Play credits for answering questions. Google aggregates the responses and insights are automatically created freeing researchers from the burden of more difficult analysis. Google Consumer Surveys is currently available in the US, UK and Canada.

OUR PHILOSOPHY/ DISTINCTIVE FEATURES

We put respondents first and have built a sample collection technology that focuses on the respondent experience. This enables us to collect more accurate data in a fraction of the time.

DATA COLLECTION

For the web portion of Google Consumer Surveys, we infer approximate age and gender based on the respondents' web browsing behavior. The respondent's IP address is used to capture their location, which is used in combination with census data to infer income and population density. For the mobile version, we ask users demographic questions so we can better target the surveys sent to respondents.

SAMPLING

Consumer Surveys makes use of the inferred demographic and location information to employ real-time stratified sampling. The target population for Internet access among the U.S. population of adults is obtained from the most recent Current Population Survey (CPS) Internet use supplement of the US census and

is formed from the joint distribution of age group, gender and location. Since this inferred demographic and location information can be determined in real time, allocation of a respondent to a survey is also done in real time, enabling a more optimal allocation of respondents across survey questions.

RESPONSE RATES

Response rates for Google Consumer Surveys are higher than telephone surveys and standard Internet panels, and are much higher compared to many Internet intercept surveys. This higher response rate is due, in part, to the shorter survey length of Consumer Surveys.

ACCURACY

Accuracy of Consumer Surveys is better than both the probability and non-probability based Internet panels on three separate measures: average absolute error (distance from the benchmark), largest absolute error, and percent of responses within 3.5 percentage points of the benchmarks. These results suggest that despite differences in survey methodology, Google Consumer Surveys can be used in place of more traditional Internet-based panels without sacrificing accuracy

PRICING

Standard Surveys

10¢ per complete for one question
\$1.10-\$3.50 per complete for 2 to 10 questions

Target a representative sample of the U.S., Canada, or U.K. Internet population or target specific demographics. Free custom targeting with screening questions that include at least 20% of the population.

Custom Surveys

Have a large research project or special needs? Contact sales at GCSprojects@google.com.

Free customer targeting with screening questions that include at least 5% of the population.

Website Satisfaction

Free for default questions
1¢ per complete for custom questions
Survey visitors to your website and measure satisfaction in real time.

CONTACT DETAILS

Google
345 Spear Street
Fl 4 San Francisco
CA 94105
United States

Contact:
GCSprojects@google.com

www.google.com/insights/consumersurveys



ABOUT THE COMPANY

We are an international full service online research agency, offering you state-of-the-art services and competitive pricing. It is our principal to provide you with the best results possible by using the best methods available. We have been active in the field of online research since the beginning of 2004. Since then, our online panels have grown significantly in size, now covering all core European, South African and selected South American markets. While we are proud to deliver full-service online research to our clients, we also deliver sample-only services to research buyers and agencies worldwide.

Our services offered include, but are not exclusive to:

- Survey design
- Questionnaire scripting and programming (Flash, PHP, HTML)
- Email invitations and reminders
- Panel-based fieldwork
- Real-time status reports
- Social-Media monitoring
- Online focus groups
- Bulletin Boards
- Internet forums
- Recruitment of dedicated panels
- Data delivery in ASCII, XLS, CSV or SPSS formats
- Data analysis and tabulation
- Chart preparation in PowerPoint
- Full analysis of results

DISTINCTIVE FEATURES

We take pride in our panel quality and have developed our own 10-step quality management programme. At the heart of this is our digital fingerprinting technology, which identifies fraudulent respondents and professional survey takers in 99.9% of all cases and is now included in our standard service to market research buyers.

TRACK RECORD

We have been active in the field of online research since 2004. We have completed numerous national and international surveys in consumer as well as B2B environments. One of our core strengths is our multinational B2B and IT panel.

In the past five years, mo'web research has continually been able to achieve excellent growth rates in revenue.

COVERAGE

Our online panels cover all core European, South African and selected South American markets. As of now there are more than 1.1 million users registered in our panels. We maintain B2C as well as B2B panels in all countries in which we operate. For detailed and up-to-date panel figures, please visit our website at www.mowebresearch.com.

TYPE OF CONTACT

Our panels are responsive and active in purchases and daily life, and can offer dramatic insight to your clients. Our business decision makers and IT professionals are exactly that.

SPECIAL TECHNIQUES/ BRANDED OFFERING

Beyond the usual quantitative online sample-only jobs, we have a team of research specialists available to service your every need. We provide choice-based conjoint, online focus groups, bulletin boards, and more.

TRAINING AND TECHNICAL SUPPORT

Our technical support is available throughout your working day and is fully multilingual. We make sure we stay responsive, available and take care of your research needs prior to fielding, in-field and after completion.

TYPICAL PROJECTS

In international online market research there is no such thing as a 'typical project'. We service clients' needs in small- and large-scale online surveys for consumers as well as B2B surveys. We treat every single project with the attention and professionalism it deserves.

SPECIAL TARGET GROUPS

Both our consumer and B2B panels are very strong and we can offer access to a variety of different and even difficult target groups. Please feel free to ask if you have any questions, or request our current panel book.

FURTHER INFORMATION

Our panels are used for market research purposes only. Panel members are double opted in and incentivised with both prize draws and cash. We adhere scrupulously to data privacy regulations in every area in which we operate. We will gladly send you our responses to the ESOMAR 28 questions upon your request.

CONTACT DETAILS

mo'web research GmbH
 Contact: Herbert Höckel
 Mertensgasse 12
 40213 Düsseldorf
 Germany
 Tel: +49 (0)211 8 28 28 00
 Fax: +49 (0)211 8 28 54 29
h.hoeckel@mo-web.net

www.mo-web.net

NORSTAT

ABOUT THE COMPANY

Norstat Group is one of Europe's leading field service providers. We bring market and social researchers together via our carefully profiled business and consumer panels. We cover Great Britain, Germany, Italy, Scandinavia and many other EU and global markets. With vast experience using multiple research methods, we are a skilled and reliable partner for even the most demanding questionnaires.

DISTINCTIVE FEATURES/PHILOSOPHY OF COMPANY/SERVICE

At Norstat our focus is on using online and offline research to collect the desired data in a well-founded and efficient manner. For us, fieldwork is more than simply clicking the 'send' button or making a call to quickly generate answers. Our surveys stand out due to our carefully considered approach and innovative techniques to deliver maximum data quality.

EXPERIENCE/TRACK RECORD

With 12 years collective experience as an intermediary between the two sides of opinion research, the researchers and the participants, we have partnered with a wide variety of companies in numerous verticals. We have made headlines for marketing agencies, helped to shape markets and develop products the world over.

COVERAGE

The core of the Norstat offering is based in Central, Western and Northern Europe. Outside this we offer a full global reach through our network of partners that have been qualified against our own rigorous quality checks.

TYPE OF CONTACT

Our panels are best suited to business and consumer verticals but we can also offer healthcare support within OTC. We are particularly strong in assisting with difficult demographics such as students, young males, mothers and middle management B2B.

MAJOR RESEARCH ACTIVITIES/ FORMATS SUPPORTED

Panel Description – ISO 26362 Certified Online Panels, Size 600,000 EU wide, CATI Facilities in 8 Regions, F2F Facilities 8 Regions

AD HOC SAMPLING METHODS/ PRINCIPLES

Quantitative: Online Surveys, Custom Panel Builds

Qualitative: Face to Face, Mystery Shopping, Focus Groups

CONTACT DETAILS

Matt Reynolds
Norstat UK Ltd
16-24 Underwood Street
London
NI 7JQ
United Kingdom

Tel: 0203 617 1142
Fax: 0207 084 7847
Email: matt.reynolds@norstat.co.uk

Colin Clifford
Norstat UK Ltd
16-24 Underwood Street
London
NI 7JQ
United Kingdom

Tel: 0203 617 1142
Fax: 0207 084 7847
Email: colin.clifford@norstat.co.uk
www.norstat.co.uk



ABOUT THE COMPANY

QRi Consulting is an independent and innovative full-service agency, specialising in International Qualitative and diagnostic QualiQuant® research, both Online and Offline.

QRi Consulting (formerly CRAM International® and QiQ International®) has over 25 years experience. Consumer Psychology enables us to fully explore and understand consumer, B2B and healthcare needs, and allows us to reveal true feelings and relationships with brands and products in order to help our clients to achieve strategic success in their markets.

DISTINCTIVE FEATURES

We pioneered and have continued developing the art of Measuring Emotion through our QualiQuant® method since 1987, which we took online in 2000. QualiQuant® integrates the best of Qualitative insight, using innovative projective & enabling techniques, to get deeper Inside the Consumer Mind, with Quantitative rigour using Multivariate techniques.

We also conduct online groups, IDIs, bulletin boards and online communities. In the offline environment we specialize in our proprietary method Extended Creativity Groups™ (ECGs™), as well as Individual In-Depth Interviews and Ethnography.

We have contributed to many branding, advertising and product successes both in the UK and internationally.

TRACK RECORD

See our website for our client list and a number of ground breaking Conference Papers about Measuring Emotion through our QualiQuant® methods.

Winner of the ESOMAR Best Case History 2013 for 'How Does your Cappuccino feel?' using our Award winning Sensations® technique.

COVERAGE

Worldwide, including: Africa, Australasia, Central America, Central Asia, Central Europe, China, Eastern Europe, India/Pakistan, Japan, Middle East, Northern/Western Europe, North America, Russia, South America, South East Asia, the UK and the US.

TYPE OF CONTACT

International research into advertising, brands/branding, children/youth, consumer trends, new product development, packaging/design, pricing, usage and attitude, segmentation, customer satisfaction and more.

MAJOR RESEARCH ACTIVITIES

- HNWI
- Brand Equity Evaluation
- NPD and Concept Development
- Taste and Fragrance Testing
- Communication Testing
- Strategic Market Studies
- Tracking

SPECIAL TECHNIQUES/BRANDED OFFERINGS

- LOVEMARKER® – Our proprietary QualiQuant® tool specifically designed to measure Kevin Robert's theory of Lovemarks
- SENSATIONS® – Our award winning QualiQuant® tool for Fragrance & Flavour testing providing the language to help refine and create optimal brand fit
- CONCEPT LAB™ – Our essential QualiQuant® tool for enhancing, refining and optimising Concepts.
- AD-VANTAGE™ – A comprehensive and insightful QualiQuant® tool for understanding Advertising ideas and Campaigns before they are launched.
- DESIGN LAB™ – The QualiQuant® tool to Measure the emotion and personality in product and packaging Design
- BRANDWORLD™ – In-depth evaluation of the physical or virtual space in which customers interface with your Brand. We tailor each study to answer the project objectives.

CONTACT DETAILS

Simon Patterson and John Pawle
QRi Consulting
30 Charing Cross Road
London
WC2H 0DB
United Kingdom

Tel: +44 (0) 20 7836 9388
Email: qri@qriconsulting.com

www.qriconsulting.com



Understanding Why

Specialists in International Qualitative
and QualiQuant® Research

- UK & Worldwide -



Qri Consulting

Strategy - Depth - Insight

Qri Consulting : 30 Charing Cross Road : London WC2H 0DB

+44 (0)20 7836 9388 | qri@qriconsulting.com | www.qriconsulting.com



ABOUT THE COMPANY

Research Now is the global leader in digital data collection. We have over 6.5 million panellists worldwide, in 38 countries across EMEA, the Americas and APAC regions. We have range of fieldwork services from sample provision and scripting, to our new range of digital and mobile tools.

Our panels are built and maintained with a strict 'research only' approach. The panels are multi-sourced, carefully managed and frequently refreshed to ensure they remain responsive, reliable and representative. Research Now offers fieldwork and panels, including multi-country/multi-lingual international projects. We can target a range of respondents, including general consumer, B2B and healthcare specialists. We also profile samples for numerous sectors, including but not limited to automotive, financial and media.

OTHER SERVICES

Our panels and technology deliver flexible, high-quality fieldwork and DP, client sample and survey management, OmniTaxi, omnibus pre and post-ad diaries, bespoke projects, conjoint and multivariate techniques and much more.

We also have our suite of Digital and Mobile products which take data collection beyond the survey and into the realms behavioural, passive collection. Our mobile app gives you the opportunity to receive real 'in-the-moment' data and take advantage of its passive, behavioural measuring capabilities.

Our Digital suite, built on unobtrusive methods, includes our ADimension® solution which empowers you to collect robust demographic and profile information on all panel members exposed to your online advertising campaign. You can then selectively survey the most relevant sample to meet your business needs.

DISTINCTIVE FEATURES

We strongly believe that excellent client service is key to our business. At Research Now, we offer a dedicated client service team, providing diligent, intelligent and timely service to researchers.

More than half of our client service team are experienced agency or client-side researchers. This gives our customers more senior, more experienced, more knowledgeable assistance, while enabling us to really understand what researchers need, and to consistently provide better service day in, day out.

TRACK RECORD

We manage around 2,000 projects per month, providing both sample-only and full-service studies. Our clients include well-known research agencies, as well as the fieldwork departments of some of the world's leading corporates across a wide range of market sectors. We are equally experienced in handling both multi-national, multi-lingual projects as well as smaller domestic projects.

COVERAGE

Research Now owns and operates the extensive family of Valued Opinions and the e-Rewards online panels across Europe and the Middle East, the Americas and Asian-pacific region. With over 20 offices around the globe, Research Now is able to service clients' needs globally.

TYPE OF CONTACT

Our proprietary network of online panels includes over 6.5 million panellists and millions more respondents through social media. We include a range of specialist panels specifically profiled in areas including B2B, healthcare, automotive, financial, high net worth, c-level and media.

AD HOC SAMPLING METHODS/ PRINCIPLES

Quantitative: Online fieldwork and panels

Qualitative: Online focus groups

SPECIAL TECHNIQUES/BRANDED OFFERINGS

Research Now utilises its panels for a range of online and mobile fieldwork solutions. Our specialised panels in areas such as healthcare and B2B supplement our specialist services:

- Full-service online fieldwork (from scripting, through to online sample provision and delivery of results)
- Fieldwork support for a range of different research methodologies – e.g. trackers, online diaries, product concept testing, advertising, conjoint and much more
- Bespoke projects
- Mobile – Geo-location fencing, passive collection
- Mosaic Segmentation allows for targeted consumer tracking based on specific characteristics, lifestyle and financial behaviour

TRAINING AND TECHNICAL SUPPORT

Research Now technology has been responsible for building our highly scalable proprietary panel management platform, and continues to develop innovative solutions for online fieldwork and panel management. This resource is available to all clients seeking to conduct online research and we are

more than happy to explore the options with you. For further information or advice please contact our client service team.

CONTACT DETAILS

Caroline Northfield

Vice President, Client Development – Media
cnorthfield@researchnow.com

John Ferguson

Director, Media and Digital
JohnFerguson@researchnow.com

Research Now
160 Queen Victoria Street
London
EC4V 4BF

Tel +44 (0)20 7084 3000

Twitter

@ResearchNowUK

Facebook

/ResearchNowUK

www.researchnow.com



ABOUT THE COMPANY

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions.

With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world. We are part of Kantar, the world's largest research, insight and consultancy network.

OUR APPROACH

TNS cares passionately about the power of information and the ability to translate research findings into meaningful and practical business insights. We see this at the very centre of what we do.

CUSTOM FULL-SERVICE RESEARCH AGENCY

TNS has a unique product offering that stretches across the entire range of marketing and business issues:

- Brand & Communication
- Innovation & Product Development
- Retail & Shopper
- Stakeholder Management
- Qualitative

Within each of those specialist areas we have a range of offerings designed to answer any client issue and enable our clients to better understand their world. Be that consumer thinking and behaviours, the market place, innovation, competitor performance, future trends and service provision.

OUR OFFER

- A focus on providing precise recommendation on client growth: We develop precise plans that identify growth opportunities for our clients.
- Global coverage: We have a broader geographical spread – more countries, more offices, more fieldwork people owned by TNS – than our competitors. While size in itself is not an advantage, it gives us the ability to invest in great people, operational expertise and innovation in best practice and technology.
- World class operations: With our sister company, Kantar Operations, we offer high quality, in-house solutions at all stages of the research process. Through our global network, we are also able to reduce the need to outsource, thereby keeping greater control on quality and efficiencies.

- Thought leadership: Through our global practice areas – Brand & Communication, Innovation & Product Development, Retail & Shopper, Stakeholder Management and Qualitative – we can offer the industry's best minds.
- Advanced analytics: TNS has a Marketing Science practice that is unrivalled in quality, scale and scope for delivering analytics. We offer a market-leading toolbox of analytical techniques, and the ability to develop new approaches to fit specific projects.
- Market-leading expertise in Automotive and Political & Social research: With over 50 years experience TNS is the world's leading provider of automotive marketing information and insights. TNS UK's specialist political and research division, TNS BMRB, helps government, the private sector and the third sector plan and care for society. Allied with an international network of social researchers in 40+ countries TNS has the leading political and social research unit in the world.

OUR DIGITAL OFFER

- TNS understands that to market successfully in the digital age, brands must understand the attitudes and behaviours of the connected consumer. TNS has invested in developing a comprehensive portfolio of tools and techniques to address a number of client needs – from the strategic needs of market and consumer understanding, to the more tactical measurement of digital ad or website effectiveness.
- Our on-going research includes studies into the ways in which consumers engage with brands online, how mobile technology has changed our lives, what makes people switch brands and the different priorities and drivers of decision-making for those at the 'base of the pyramid'.
- Our flagship study, Digital Life examines the attitudes, motivations and behaviours online of over 70,000 people in 60 countries; key findings from the latest wave can be found at www.tnsdigitallife.com
- Mobile technologies are changing the world and they are changing the market research industry. TNS are at the heart of these changes. We have offers through active data collection involving App and Mobile Internet that allow us to reach people and occasions that other methods cannot.

CONTACT DETAILS

TNS UK
6 More London Place
London
SE1 2QY
United Kingdom

Tel: +44 (0)20 7656 5294

www.tnsglobal.com/uk



ABOUT THE COMPANY

With 18 offices in Europe, North America and Asia Pacific, Toluna works with many of the world's leading market-research agencies, media agencies and corporations. A pioneer in the dynamic world of marketing research, data collection, reporting and visualisation, Toluna brings together people and brands in the world's largest social voting community. As a leading all-in-one global source for actionable insights, we help market researchers, insights professionals and companies anywhere in the world make clearer and better business decisions that drive better business results.

Our social voting community of more than 6+ million members spans more than 41 countries, enabling our clients to develop a deeper understanding of anyone, anywhere, anytime they need it. Toluna provides the industry's leading survey technology suite, enabling hundreds of organisations worldwide to create online and mobile surveys, manage panels and build their own online communities.

ASK 1-100 QUESTIONS TO ANYONE, ANYTIME, ANYWHERE

Anyone

Toluna's in-depth profiling of its panellists and our specialised consumer, B2B and healthcare panels enable organisations to reach niche segments and hard-to-reach audiences quickly and cost-effectively. In addition, we offer RealTime sampling as an option to those clients wanting to target specific audiences who are not accessible via Toluna's own online panel community.

Anytime

Toluna provides 24/7 global project management support and continually develops innovative technology such as QuickSurveys and PanelPortal to enable organisations to gain real-time customer insight easily and cost effectively.

Anywhere

Using Toluna's 41 proprietary panels worldwide and our network of global partners, we can provide organisations with access to survey respondents from all over the world.

PRODUCTS AND SERVICES

Toluna continually develops innovative world-class technology to enable market research organisations, communication agencies and brands worldwide to create surveys, manage panels and build online communities to gain real-time customer insight quickly and cost effectively.

Toluna's products include...

PanelPortal™ – An easy to use web-based platform which enables you to build and manage online panel communities in-house

AutomateSurvey™ – Script and send engaging flash surveys to members of your online panel community and your own customer database

QuickSurveys™ – Create and launch your own surveys quickly to your customer database for free or to our live online panel community of 4+ million consumers worldwide for a small fee and see answers, some in real-time.

TolunaAnalytics – Advanced, yet easy-to-use features empower the novice and expert user alike to analyse data within moments of project launch.

Mobile Surveys and IVR – Get in touch with people anytime, anywhere using our mobile survey platform and our permission-based telephone survey panel

DISTINCTIVE FEATURES

- A unique Web 2.0 panel community model ensures our clients have access to the world's most engaged panellists.
- 13 specialist panels covering specialist consumer, b2b and healthcare (professionals and patients)
- Industry-leading panel quality procedures to maintain panel responsiveness and data reliability.

TRACK RECORD

Established in 2000, Toluna is the world's fastest-growing online panel provider, with over 850 employees across 18 global offices. We have a unique blend of research and online panel backgrounds from years of experience working with global research organisations.

COVERAGE

- Offices in Europe (London, Amsterdam, Paris, Frankfurt, Madrid, Timisoara, Haifa) North America (Wilton, Dallas, Andover, Sherman Oaks, Toronto) and Asia Pacific (Sydney, Guragon, Singapore, Tokyo, Hong Kong) with clients on five continents.
- 41 proprietary online panels in: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Ireland, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, Poland, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, UK and USA.

OPINIONS FROM YOUR TARGET AUDIENCE

Toluna strives to continually help research professionals conduct reliable online market research and has pioneered the development of 13 specialist sub-panels. Toluna's focus on adding value to the panellist's online experience via the development of its online panel community (Toluna.com) encourages members to update and increase their profiling information to a potentially greater level than is evident in more traditional online panels. Our specialist panels include; Automotive, Finance, Employment, Shopping, Sports, Health, Home &

Family, Media, Mobile Phone, Travel, Video Games, Internet and Personal Care

METHODS OF DATA COLLECTION/ RESEARCH SPECIALITIES

- QUAL, OMNI, PANL, NET, IHUT
- ADS, AUTO, B+B, CLOTH, COND, DM, DRNK, EMP, ENV, EXHIB, FIN, FOOD, HLTH, HOME, IT, INT, LEIS, MEDI, MEDIA, PHAR, PUB, P+P, RETL, T+C, TELC, TOUR, TOYS, TRAV

SPECIAL TECHNIQUES/BRANDED OFFERINGS

Whether you need to leverage our survey respondents for a study you've programmed yourself, or you need us to program and host your survey you can be sure Toluna will deliver. Our core business is providing clients with access to online survey respondents and executing surveys flawlessly. We have a global team in place to meet your 'around the clock' demand for high quality survey solutions. As the leading provider of online survey solutions, count on Toluna to meet your survey needs. We are expert at executing the following study designs, and more.

- Brand/Ad tracking
- Qualitative
- Product testing
- Copy testing
- Conjoint
- Omnibus
- Simulated shopping
- Concept testing
- In home usage testing
- Package design
- Diary studies

TRAINING AND TECHNICAL SUPPORT

- Full training and consultancy packages available for all PanelPortal users.
- Panel building consultancy and training packages available.
- Experts in migrating offline work online.

TYPICAL PROJECTS

Size: from 100 to 100,000+ interviews.

Scale: Global.

Specialist targets: Automotive, B2B and IT professionals, healthcare, mobile phone users, grocery shoppers, media, household, sports, finance, travel, cosmetics, video gamers, web users, green and ethical consumers and personal hobbies.

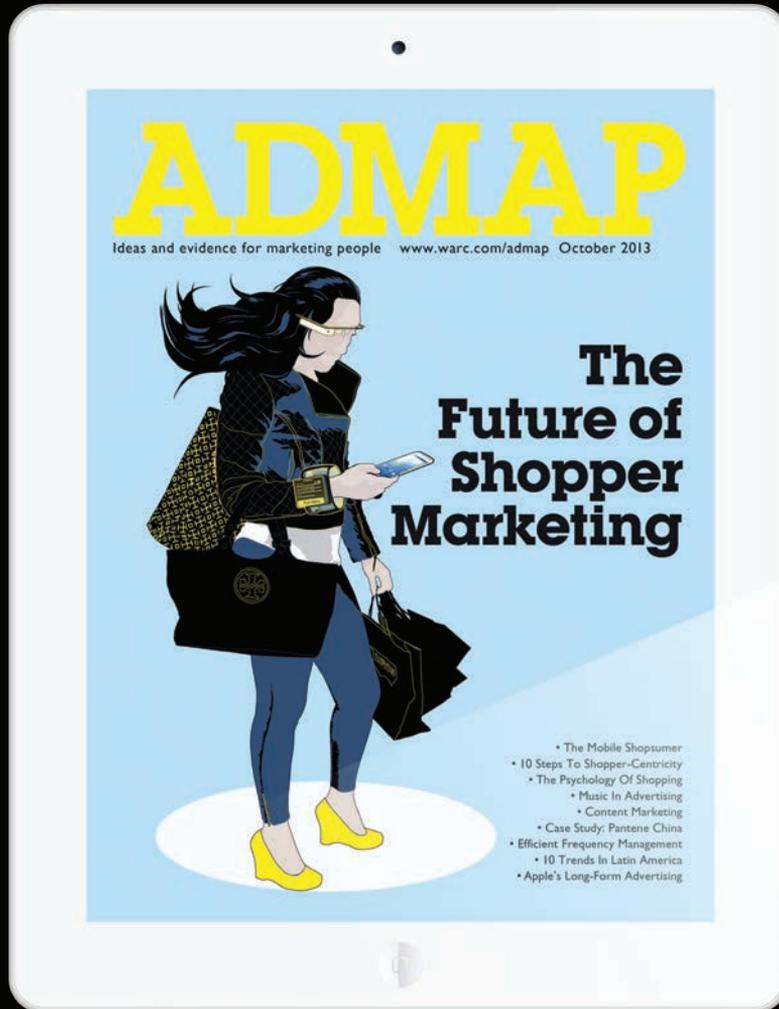
CONTACT DETAILS

Toluna
Ealing Cross
85 Uxbridge Road
London W5 5TH

Tel: +44 (0)20 8832 1700
email: contact-uk@toluna.com
www.toluna-group.com

ADMAP

Now available on your iPad



Free to existing Admap subscribers*

warc.com/myadmapapp

**Offer available for the next four months, or for the remainder of your subscription period if less than four months*



YouGov is the authoritative measure of public opinion and consumer behaviour. It is YouGov's ambition to supply a live stream of continuous, accurate data and insight into what people are thinking and doing all over the world, all of the time, so that companies, governments and institutions can better serve the people that sustain them.

ABOUT THE COMPANY

YouGov is an international, full-service market research agency, providing:

- Added value consultancy
- Qualitative research
- Field and tab services
- Syndicated product offers
- Fast-turnaround omnibus
- Market intelligence reports
- Daily brand tracking
- Social media analysis tool

YouGov has dedicated teams of research and industry experts covering the following areas:

- FMCG
- Financial services
- Technology and telecoms
- Media & advertising/advertising agencies
- Politics
- Public sector
- PR agencies

One of YouGov's key strengths is its panel of over 400,000 UK consumers representing all ages, socio-economic groups and other demographic types. The quality of its panel allows YouGov to access difficult to reach groups, both consumer and professional.

TRACK RECORD

YouGov is considered a pioneer of online market research and dominates Britain's media polling. As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

GLOBAL COVERAGE

Since being launched in the UK in 2000, YouGov has grown considerably and has expanded internationally with a panel of over 2.5 million worldwide. YouGov has offices in the UK, US, France, Germany, Scandinavia and the Middle East and can conduct research in all continents, using its extensive network of panels.

YOUGOV CONSULTING AND SYNDICATED PRODUCTS

YouGov's consulting offer aims to add further understanding and perspective to the data supplied to clients, and offers resultant strategic advice.

YouGov's consulting combines research expertise and in-depth sector knowledge to help clients to identify, analyse and understand their markets, offering actionable insight that adds competitive business advantage.

As well as conducting bespoke research for clients, YouGov has developed a series of syndicated products to make key industry-specific insight accessible even when budgets are limited. YouGov's syndicated research portfolio includes:

- Various technology trackers measuring consumer experience of smartphones, internet TV, mobile wallets and tablets
- The IFA Omnibus, which provides regular access to a panel of Independent Financial Advisers
- Social Media Tracker, which explores the ways in which people engage with social media
- Platinum, the wealth tracker which reaches respondents with at least £100,000 in investable assets
- Connected TV, a study which focuses on technology device ownership, content used and attitudes around the convergence of the internet and TV
- HEAT, the Household Economic Activity Tracker, which presents monthly indicators of consumer confidence and the ability of consumers to spend, providing a valuable input to understanding broad economic consumers and trends

Online Qualitative Research

YouGov has a dedicated qualitative team supporting all the sector specialist divisions. In addition to conducting traditional offline qualitative research, YouGov has developed online qual, enabling clients to reach disparate audiences and get more authentic and truthful responses from consumers, by using techniques such as online forums and group discussions. Turnaround is quick (with instant transcripts) and cost-effective (by avoiding travel and facility costs).

YouGov Omnibus

YouGov's online methodology enables its omnibus services to run daily, and provide clients with results rapidly and cost-effectively, offering more responses than competitors, as well as fastest turnaround times. YouGov runs omnibus services worldwide, allowing clients to target one particular region, achieve a global snapshot, or compare results across multiple countries.

As well as nationally representative omnibus services (GB, UK, Scotland, Wales, Northern Ireland, London), specialist consumer omnibus services range from city samples to demographic and interest-based samples such as parents, children, main shoppers, sports fans, MPs and decision-makers in SMEs.

YouGov BrandIndex

YouGov's BrandIndex is a daily measure of brand perception among the public, tracking many brands across multiple sectors simultaneously. So, as a subscriber, you not only get a real-time picture of your own brand's health, but also that of competitors and whole sectors.

Results are delivered through an instant-access online reporting tool, so you can keep a constant eye on brand health. Because the data is updated daily, any changes in public perception can be spotted immediately and acted on accordingly.

BrandIndex operates at a national and international level, allowing you to track brand perception in just one country, compare across multiple countries and/or monitor a global picture.

YouGov Reports

Our market intelligence reports contain primary consumer information you won't find anywhere else. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions. YouGov Reports also condense and analyse key secondary data, helping you improve your understanding of the broader market environment.

All YouGov Reports include:

- Consumer attitudes and behaviours
- Market trends, growth and forecasts
- Insightful, actionable analysis
- Competitor intelligence
- Brand insight

YouGov SoMA

The revolutionary new social media analysis tool allows you to measure what your target audience is hearing about your brand. By overlaying demographic data with comments heard on private Twitter and Facebook newsfeeds, SoMA provides meaningful depth to your social media data. With SoMA, you can track your exposure to the audience you have defined. With real-time, accurate measure of the reach of your campaign/or a crisis, you can adapt it live and get the results you need fast.

CONTACT DETAILS

YouGov plc
50 Featherstone Street
London
EC1Y 8RT

Tel: +44 (0)20 7012 6000
Fax: +44 (0)20 7012 6001
Email: info@yougov.com

Web: yougov.com

We
know
them
inside
out

2,000 respondents in
48 hours, nationally
representative

For even more
targeted groups –
Field & Tab
services

YouGov gets
more coverage
than its
competitors*

Additional
qualitative
services

Over 10
years of
online
experience



Targeted Omnibus services including:

- Children
- International
- Opinion Formers
- Parents
- B2B
- London, Scotland & Wales

* Source: Meltwater News

One place for all your needs

We have just celebrated our 10th anniversary and working with YouGov Omnibus has never been more effective. For nationally representative samples, choose from our 24 or 48 hours services. To target your questions, we have proven products like our Children's Omnibus, or just talk to our Field & Tab team who will tailor a sample to your specific requirements.

So whether you're after statistics for a PR campaign, launching new products or testing an advert, we have the right service and the right answers for you.

T +44 (0)20 7012 6231
E omnibus@yougov.com
W yougov.com

YouGov[®]
What the world thinks



Get started with Research Now for a 360° view of the consumer

Combining our access to panellists across the globe with our suite of mobile and digital products, we offer tailored research services. This enables you to gain insight on consumer and B2B decision-makers' behaviour, attitudes, brand perceptions, profile and much more.

Contact Research Now to see how we can help you to gain a deeper understanding of your target audience.



infoUK@researchnow.com
www.researchnow.com