



# Produkt + Markt – Marketing Research

Clarity - Reliability - Inspiration

# About Produkt + Markt

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01 Our Core Values

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02 Our Core Competency

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03 Our Methods and Instruments

---

04 Facts and Figures

---

05 Your Contact Persons

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# 01 | Our Core Values

# Core Values

WE WANT OUR CUSTOMERS TO BE SUCCESSFUL AND WOULD LIKE TO ENSURE THAT BASED ON THEIR KNOWLEDGE, THEY ARE ABLE TO MAKE SAFE AND FORWARD-LOOKING DECISIONS AT ALL TIMES.

Hence, we provide relevant and inspiring insights about people and markets.



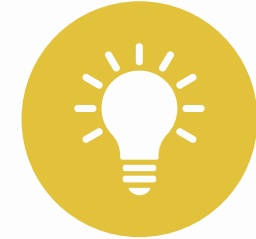
## Clarity

The complexity of our world is constantly increasing. In this context, we lay down the facts for you in a nutshell. We demonstrate what really matters.



## Reliability

We are researchers devoted to science and precision. As our customer, you can always rely on our work, because we also assume responsibility beyond the project, aiming at making you sustainably successful.



## Inspiration

The aspects of daily life are changing faster and faster. This poses challenges, but presents opportunities as well. We will facilitate your change processes by providing knowledge, stimuli, and creativity.



02

## Our Core Competency

# Industry Expertise

**AGRICULTURE**, Agricultural Technology, Animal Health and Nutrition, Automotive, Beauty & Personal Care, **B-TO-B**, Energy, Crop Science, **CONSUMER**, Durables, Financial Services, FMCG, Food & Beverages, **HEALTH CARE**, Health Services, Household Appliances, NGOs, Public Services, **SHOPPER** & Retail, Travel & Transport, Telecommunications



# Subject Areas

**ATTITUDES**, Advertising Research, **BEHAVIOUR**, Brand Research, Brand Strategy, Concept Evaluation, **CREATION**, Customer Experience, Customer Journey, Customer Loyalty, Customer Feedback, Employee Research, Employee Activation, Ethnography, **EXPERIENCE**, Ideation, Immersion, Innovation, Market Simulation, Mobile Research, Mystery Shopping, Needs, Opinion Research, POS-Research, Pricing, Product Research, Satisfaction, Segmentation, Shopper Research, Smart Data, Social Media Research, User Experience, Visualisation





## 03 | Our Methods and Instruments



# Developing successful innovations

## TREND|CAFÉ

A network of creative consumers, who develop new ideas and concepts for you. [more ...](#)

## IN|SPIARY

Your exclusive and creative online community for national and international co-creation projects. [more ...](#)

## DESIGN THINKING PROCESS

Our certified facilitators support you in developing customer centric and innovative solutions. [more ...](#)

## DESIGN THINKING TRAINING

In our trainings you will get to know the principles of effective Design Thinking as well as practice-oriented moderation techniques to facilitate the process. [Contact](#)



# Testing concepts and simulating chances

## ALAS|CA

Our conjoint suite for product design, pricing, utility segmentation, and market simulation. [more ...](#)

## Concept Testing

We examine your innovations' success potential – qualitatively, quantitatively as well as with hybrid methods. Our guarantee: clear recommendations, optimisation, and stimuli. [Contact](#)

## SENSE|FIT – Taste test and more

Our tool for determining the monetary value and optimal configuration of the brand, promotion, packaging, and taste. [Contact](#)

## AD|OPTIMIZER

The AD|OPTIMIZER determines the effect of your advertising media on the emotional as well as the rational cognitive level. [Contact](#)



# Diving deeper into people's minds

## The Classics

Focus groups, in-depth interviews or pair interviews take us below the surface, beyond the objectively visible and audible, deep down into the mind of the customer. [Contact](#)

## Ethnography

Ethnographic research enables us to take a deep dive into your customers' living environment. Your advantage: A head start through authentic and inspiring insights. [more ...](#)

## Structural Constellations

Structural constellations reveal latent interdependencies as well as motives and barriers that are particularly difficult to verbalise. An unconventional method providing clear strategy input. [more ...](#)

## Market Research Online Communities

Your exclusive customer community is accessible online and offline. Use your target audience to generate ideas, for test subjects, and as source of inspiration. [Contact](#)



# Managing human-brand relationships

## VAL|LERY

Based on a dynamic model, VAL|LERY uses pictures to measure your customers' emotions, motives, and desires as well as the promoters of your brand. [more ...](#)

## BRAND|VIEW

A „quantitative role play“. Assuming the role of a human being, your brand undergoes typical everyday situations. The result: inspiring stimuli for effective brand management. [more ...](#)

## BRAND|25

25 respondents, 5 stages, oodles of insights. BRAND|25 is a powerful workshop aimed at revealing conscious as well as unconscious brand experiences. [more ...](#)

## BRAND|CHECK

Brand controlling implies exactly knowing the brand's status quo and deliberately managing its development. BRAND|CHECK provides all relevant information. [Contact](#)



# Tracking the Shopper

## Accompanied Shopping

A buying decision is hardly ever rational, the reasons are difficult to ask. Hence we observe, but also ask questions about abnormalities and provide insights that matter. [Contact](#)

## Shelf Test – Eye Tracking

We measure and analyse the shoppers' consciously as well as unconsciously driven behaviour. You will receive decisive clues for a perfect placement of your products. [Contact](#)

## POS Interviews

There we definitely meet your customers and find out about their shopping experience, their satisfaction, and their suggested improvements for an ideal experience. [more ...](#)

## Shopper Segmentation

If you want to boost sales with your POS campaigns, you need to know what makes your customers tick. Our segmentation helps you to do so. [more ...](#)



# Managing Customer Experience

## Customer Feedback

We ascertain the customer experience in real time at relevant touch points for you. Your advantage: You are able to act immediately and deliberately. [Contact](#)

## Mystery Research

We take on the role of your customers and experience the touch points up close. Your advantage: valuable insights for a successful CX management. [more ...](#)

## CX|Insider

A diagnostic tool to evaluate company-internal drivers and barriers, providing clear recommendations for efficient CX management. [Contact](#)

## Real Time Dashboards

Role-based dashboards enable rapid information and knowledge acquisition at the various functional levels. [Contact](#)



# Our WIN Partners / 1

Country	Company name	URL
ARGENTINA	Voices! Research & Consultancy	<a href="http://www.voicesconsultancy.com">www.voicesconsultancy.com</a>
BANGLADESH	SRGB (SRG Bangladesh Limited)	<a href="http://www.srgb.org">www.srgb.org</a>
BRAZIL	Market Analysis	<a href="http://www.marketanalysis.com.br/?lang=en">www.marketanalysis.com.br/?lang=en</a>
CANADA	Leger	<a href="http://www.leger360.com">www.leger360.com</a>
CHINA	WisdomAsia	<a href="http://www.wisdomasia-mr.com/">www.wisdomasia-mr.com/</a>
COLOMBIA	Centro Nacional de Consultoría	<a href="http://www.centronacionaldeconsultoria.com">www.centronacionaldeconsultoria.com</a>
COSTA RICA	Dichter & Neira	<a href="http://www.dichter-neira.com">www.dichter-neira.com</a>
DENMARK	DMA/Research	<a href="http://www.dma-research.com">www.dma-research.com</a>
DR CONGO	Target	<a href="http://www.target-sarl.cd/">www.target-sarl.cd/</a>
EGYPT	MARKETEERS RESEARCH	<a href="http://www.marketeersresearch.com">www.marketeersresearch.com</a>
FIJI	Tebbutt Research	<a href="http://www.tebbuttresearch.com">www.tebbuttresearch.com</a>
FINLAND	Taloustutkimus Oy	<a href="http://www.taloustutkimus.fi/">www.taloustutkimus.fi/</a>
FRANCE	BVA	<a href="http://www.bva.fr/en/home/">www.bva.fr/en/home/</a>
GREECE	Alternative Research Solutions	<a href="http://www.alternative-rs.gr">www.alternative-rs.gr</a>
GUATEMALA	Dichter & Neira	<a href="http://www.dichter-neira.com">www.dichter-neira.com</a>
INDIA	DataPrompt International	<a href="http://www.datapromptintl.com">www.datapromptintl.com</a>
INDONESIA	Deka	<a href="http://www.deka-research.co.id">www.deka-research.co.id</a>
IRAN	EMRC	<a href="http://www.emrc.info">www.emrc.info</a>
IRELAND	Red C Research and Marketing	<a href="http://www.redcresearch.ie">www.redcresearch.ie</a>
ITALY	DOXA	<a href="http://www.doxa.it">www.doxa.it</a>
KENYA	Market Pulse Ltd	<a href="http://www.marketpulse.co.ke">www.marketpulse.co.ke</a>

# Our WIN Partners / 2

Country	Company name	URL
LATVIA	SKDS	<a href="http://www.skds.lv">www.skds.lv</a>
LEBANON	REACH	<a href="http://www.reachmass.com">www.reachmass.com</a>
MEXICO	BRAIN	<a href="http://www.brain-research.com">www.brain-research.com</a>
NETHERLANDS	Motivaction International	<a href="http://www.motivaction.nl/">www.motivaction.nl/</a>
PALESTINIAN TERR.	Palestinian Center for Public Opinion (PCPO)	<a href="http://www.pcpo.org">www.pcpo.org</a>
PANAMA	Dichter & Neira	<a href="http://www.dichter-neira.com">www.dichter-neira.com</a>
PAPUA NEW GUINEA	Tebbutt Research	<a href="http://www.tebbuttresearch.com">www.tebbuttresearch.com</a>
PARAGUAY	INSTITUTO DE COMUNICACION Y ARTE - ICA	<a href="http://www.icapy.com">www.icapy.com</a>
PERU	DATUM Internacional	<a href="http://www.datum.com.pe">www.datum.com.pe</a>
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	<a href="http://www.psrc.com.ph">www.psrc.com.ph</a>
SLOVENIA	Mediana	<a href="http://www.medianagroup.net/mediana-beyond-numbers/">www.medianagroup.net/mediana-beyond-numbers/</a>
SOUTH AFRICA	Freshly Ground Insights (FGI)	<a href="http://www.fgi.co.za">www.fgi.co.za</a>
SPAIN	Instituto DYM	<a href="http://www.institutodym.es/">www.institutodym.es/</a>
SWEDEN	CMA Research	<a href="http://www.cmaresearch.se">www.cmaresearch.se</a>
THAILAND	Infosearch co.ltd	<a href="http://www.infosearch.co.th">www.infosearch.co.th</a>
TURKEY	Barem	<a href="http://www.barem.com.tr">www.barem.com.tr</a>
USA	Leger USA	<a href="http://www.leger360.com">www.leger360.com</a>
VIETNAM	Indochina Research	<a href="http://www.indochina-research.com">www.indochina-research.com</a>
JAPAN	NRC (Nippon Research Center)	<a href="http://www.nrc.co.jp">www.nrc.co.jp</a>
PAKISTAN	Gallup Pakistan	<a href="http://www.gallup.com.pk">www.gallup.com.pk</a>
POLAND	MARECO POLSKA	<a href="http://www.mareco.pl">www.mareco.pl</a>
UK	ORB International (Opinion Research Business)	<a href="http://www.orb-international.com">www.orb-international.com</a>





# 04 | Facts and Figures

# Facts and Figures



## Company Facts

- Founded: 1973
- Locations: Wallenhorst and Hamburg
- Number of employees: 130
- Corporate form: GmbH & Co. KG



## Online Panels

- agri.prompt – 48,000 agricultural businesses
- doc.prompt – 15,000 healthcare professionals



## Memberships

- WIN – World Independent Network of Market Research
- ESOMAR
- ADM
- EphMRA

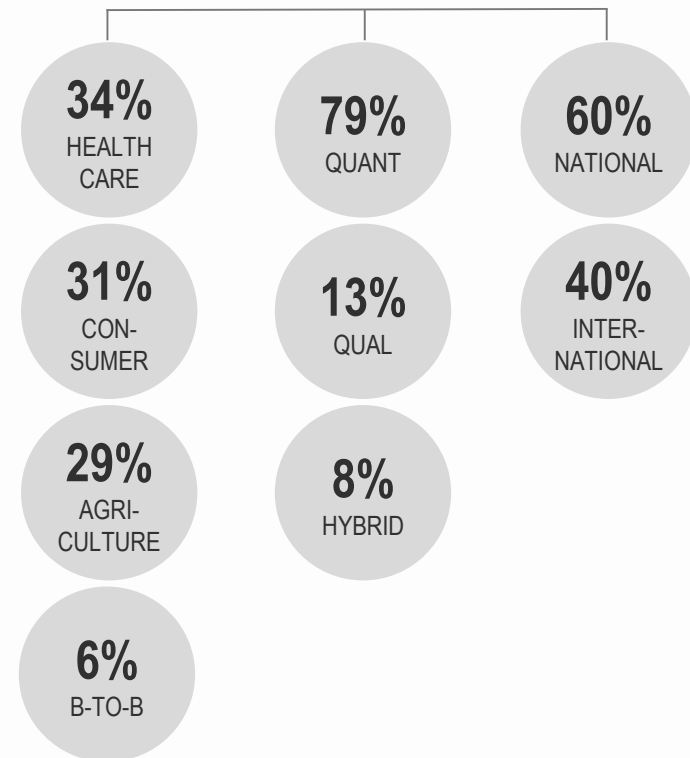


## Group

- **Produkt + Markt** – Market research and marketing consulting
- **MARKET phone** – Corporation for data acquisition by telephone
- **pm+** – Data-based consulting and customer service

## Turnover

€ 17.5 million





## 04 | Your Contacts at Produkt + Markt

# Your Contact Persons

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