

SPLENDID RESEARCH

Quantitative Research | Qualitative Research | Fieldwork Services

Management Summary

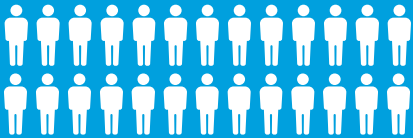
- We are a market research company for **quantitative and qualitative market research** located in Hamburg, Germany.
- We are supporting companies in all steps of their market research project **in every country**: from design, data collection to data analysis.
- As a **fieldwork service provider** we are offering first class data collection with our own field of qualitative participants in Germany, Austria and Switzerland as well as our own **online access panel** and **mobile phone survey app** with access to 2.5 million proprietary verified panelists worldwide.
- For **quantitative research** we are offering all common methods of data collection: CATI, CAPI, CAWI, paper and pencil.
- For **qualitative research** we have a modern facility with skilled moderators in Hamburg and partner research companies in all relevant cities. We can recruit your target group and also conduct the research.
- We are working objectively, customer-focused, goal-oriented and effectively. Our work is based on reliability, trust, professionalism and a high quality of assessment. **Discretion and maintaining confidentiality** is very important to us: Therefore, all information we receive from our clients remain confidential.

We are asking the right questions.

SPLENDID RESEARCH GMBH IN FIGURES

EMPLOYEES

26



Our team consists of 26 highly motivated employees.

PANELISTS

2.5 Mio.



We have 2.5 million panelists participating our surveys in more than 70 countries, 80.000 of them in Germany.

PANEL BRANDS

5



Our panels MOBROG, myMarktforschung, BEFRAGMICH, MYSTERYPANEL and OPINIONHERO provide worldwide coverage.

QUALITATIVE PARTICIPANTS

25.000



25.000 participants from all over Germany are registered in our database for qualitative studies.

CUSTOMERS

600+



We performed successful projects with more than 600 satisfied customers.

Human Brand Index

150



With our own benchmark database we are able to access more than 150 VIPs for our Human Brand Index.

We focus on open source technology and disclose the calculation of results.

TOOLS: OPEN SOURCE STRATEGY



SURVEYS WITH LIMESURVEY

LimeSurvey is the most diverse and popular open source surveytool. 124.000 global registered community-members are constantly working on the development.



STATISTICAL ANALYSIS WITH R

R is the latest default language for statistics in economy and science. With this programming language we chart our statistical computation in a fast and efficient way.

*Return on Celebrity
Investment =*

$$\frac{(304.000 \text{ €} - 229.000 \text{ €})}{500.000 \text{ €}} = \underline{15\%}$$

TRACEABILITY OF RESULTS

We disclose our algorithms, so that our customers can understand how results have been calculated.

Our services include all relevant market research themes.

RANGE OF MARKET RESEARCH SERVICES



We are supporting companies in all steps of their market research project.

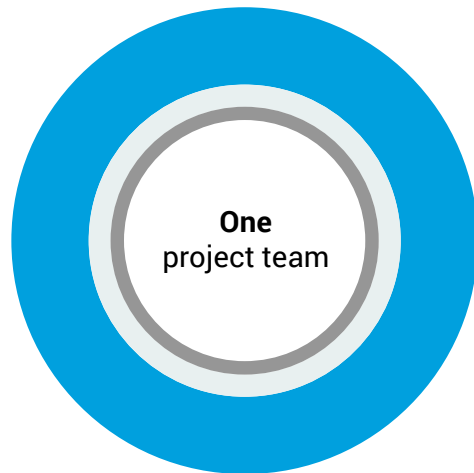
SUPPORT IN THE ENTIRE PROCESS

conception	data inquiry	analysis	recommendation
<ul style="list-style-type: none">▪ Identifying and analyzing the current situation▪ Defining the objective▪ Developing the concept design, questionnaire / guidelines▪ Determining the timeline	<ul style="list-style-type: none">▪ Quantitative research (by phone, mail, face-to-face, online)▪ Qualitative research▪ Secondary analysis / desk research	<ul style="list-style-type: none">▪ Data analysis▪ Statistical data analysis▪ Qualitative analysis▪ Interpretation▪ Documentation	<ul style="list-style-type: none">▪ Identifying and evaluating course of action▪ Deriving implications▪ Monitoring of implementation processes

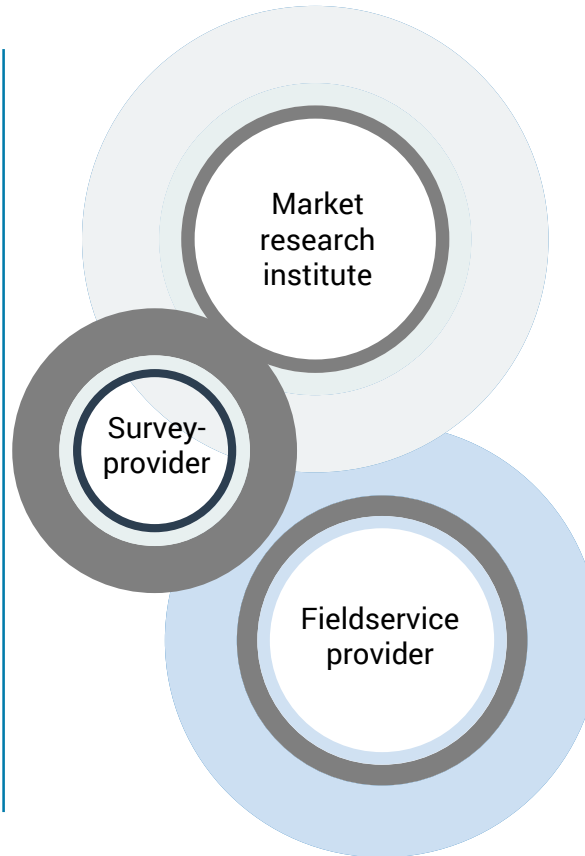
The whole project will be conducted by the same team, thereby we gain quality, rapidness and low costs.

PROJECT INTEGRATION

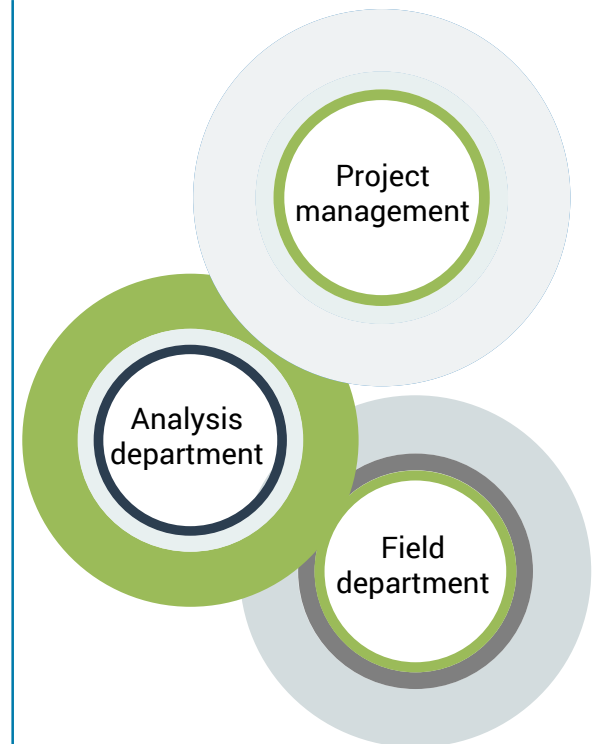
**Project members of
SPLENDID RESEARCH GmbH**



**Project members of
small institutes**



**Project members of
major institutes**



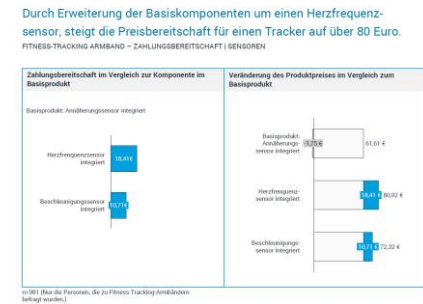
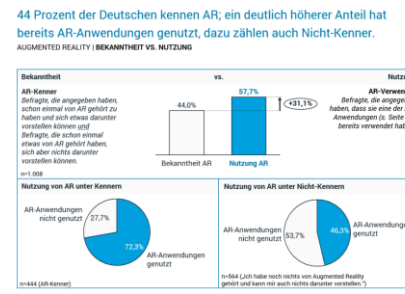
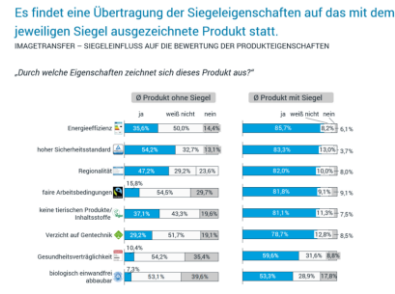
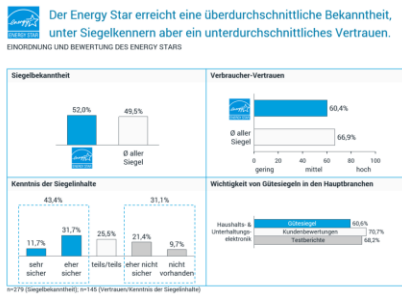
We can deliver data in a detailed and meaningful chart report.

REPORTING / ANALYSIS

Data Collection

Data Analysis

Data Processing



- Besides common data formats like SPSS or Excel, we can offer a detailed chart report for quantitative research projects.
- Necessary measures and actions can be derived easily.
- We are able to deliver the chart report in your individual corporate design.
- You can easily integrate the charts into your management presentations.
- You can work with the results without any difficulties.
- You will receive meaningful charts instead of pure data which might be difficult to be interpreted.

We have access to proprietary panelists in 70 countries with our own online panel and mobile phone survey app.

ONLINE AND MOBILE MARKET RESEARCH



www.mobrog.com

► myMarktforschung

www.mymarktforschung.de

BEFRAG MICH

www.befragmich.de

MYSTERYPANEL

www.mysterypanel.de

OPINIONHERO

www.opinionhero.com

- Own online panel in over 70 countries
- High response rate (>30%)
- Database with persons, who are interested in being a part of market research studies
- Active and passive online and offline recruitment of panelists
- Regular update of database (e.g. deletion of low activity panelists)
- Various security measures to identify „professional panelists“
- High willingness to participate because of a wide range of online and offline methods (e.g. focus groups, online surveys, inhome interviews, product tests, usability tests, mystery shopping)
- Profiling to identify specific participants

We can support you in all steps of your online market research:

Design / Conception

Survey Development

Sampling

Recruitment

Studio / Research Facility

Moderation

Analysis

We performed successful projects with satisfied customers from various industries.

SELECTION OF OUR REFERENCES

OTTO

edding[®]

Jacques'

maxdome

 **AIRBUS**

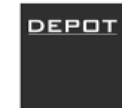
B/S/H/
BSH BOSCH UND SIEMENS HAUSGERÄTE GMBH



L'ORÉAL[®]



KIND



 **BNP PARIBAS
CARDIF**

Beiersdorf



LAVAZZA
ITALY'S FAVOURITE COFFEE

**BLUME
2000.DE**

WACKER



BCG
THE BOSTON CONSULTING GROUP

**B.O.C.
auf bike**

 **Fraunhofer**

Cornelsen

e-on

JUNGHEINRICH



 **Homburg & Partner**
Excellence in Marketing, Sales & Pricing



 **innocent**
little tasty drinks



 **TUI**



SPLENDID RESEARCH GmbH | Barmbeker Str. 7a | 22303 Hamburg | Germany
+(49) 40 / 69 45 36 6 -0 | hallo@splendid-research.com | www.splendid-research.com

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Sitz der Gesellschaft: Hamburg, Amtsgericht Hamburg HRB 143505, Geschäftsführer: Kathleen Mahrenholz, André Wolff

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