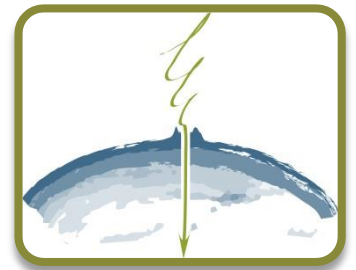


Séissmo

Qual Market Research Expertise

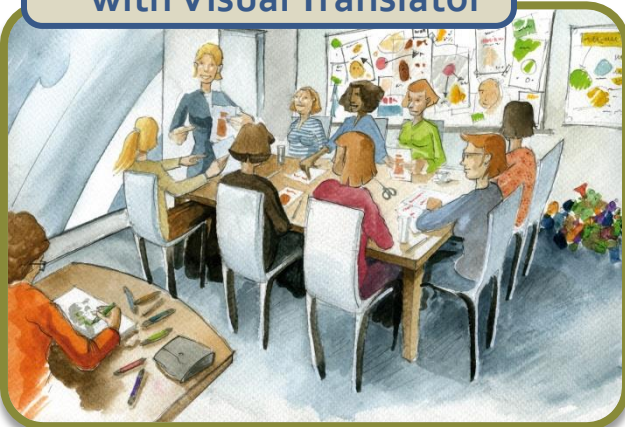
since 2001

Mafonavigator
2018-2019



Séissmo's core expertise

NPD/ Co-creation
with Visual Translator



Ethnography



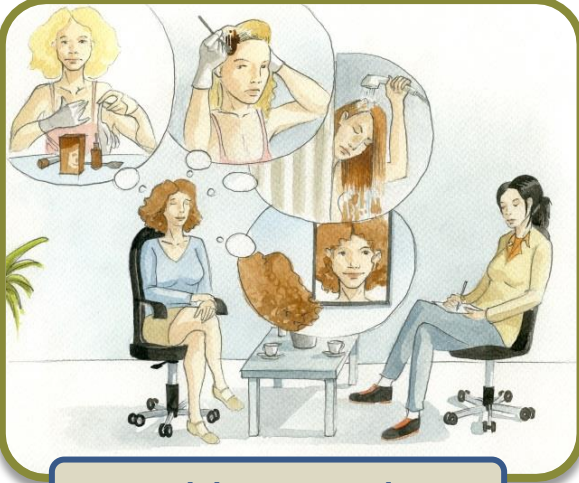
Semiotic studies



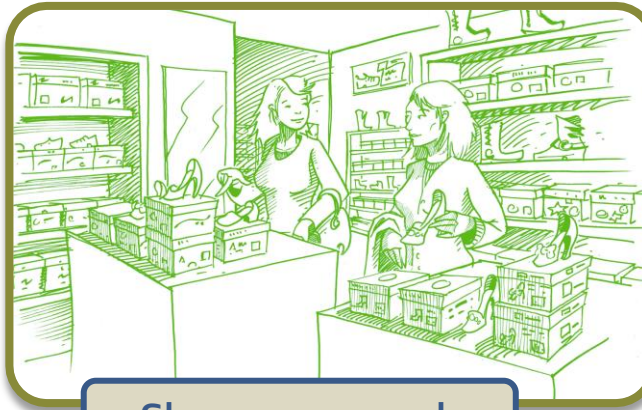
Consumer Workshops



Cognitive Interviews



Shopper research



Séissmo: Clarity and Liveliness

International mindset

- Séissmo is a **qualitative** market research institute based in Mannheim, in the **heart of Europe**
- International research is in our DNA: **multicultural** roots and researchers
- We are able to catch the **singularity** of each country thanks to our multi-country knowledge



Empathetic approach

- Our mission is going **in-depth** into all layers and sensing **underlying movements**: exploration more than only validation
- We believe that research is not about what people say and see but what they **perceive** and how they **decode** your message
- We go beyond the rational questioning into **free expression** and **intuition** to discover subconscious and socially undesirable wishes

Your benefit

- You get **clarity** and thorough **understanding** of consumers' mindsets with long-term validity
- You have **all-round, customized consultancy**: before, during and after field work
- You experience **lively, funny, dynamic** field work
- You gain **interactive results** through talkative verbatim, creative collages or entertaining media
- You receive help putting **insights into action** through tailor-made workshops

Understanding your consumers

Implicit messages

- Semiotics:** each product, each innovation, each idea communicates a message. Semiotics helps to understand what is being said **between the lines**
- Projective techniques:** verbal (such as a personification) and non verbal (such as a collage) which help to **lower the rational censorship** of the participants and let emerge emotions, archetypical images, **deeper insights**



User experience

- Ethnographic interviews:** visiting people in their familiar places (e.g. their home) to see how they live and **interact with products** under real circumstances
- Cognitive interviews:** a special technique, derived from criminal investigation, to **uncover all details** about an experience out of memory
- Silent observation:** spying on people while shopping to identify factors of **product choice** and to catch **moments of truth**

Mindshare and Market Share

- Consumer workshops:** lively and dynamic group discussions to discover **collective archetypes, beliefs and emotions**. People behave like children and express themselves freely while working with **creative material**.
- Triads:** **intimate atmosphere** with more focus on the **individual** while still keeping an eye on the **social element**
- Market cartography:** clustering real products reveals the consumers' specific **perception of the whole category**

Putting insights into action

Facilitating creativity – How can you master challenges?

- ▶ We offer help to **stimulate thoughts** and **draw conclusions** through **tailored techniques** and **instruments**:
 - **Creative workshops** with clients, creative experts and consumers to generate **insight-based ideas**
 - **Co-Creation**: collaborative spirit is at the core of innovations. Our wish is to integrate internal clients, external experts and all kinds of consumers in the process of **value creation**.
 - **CPS method**: Creative Problem Solving, 2-day-workshops to **clarify** the problem, **ideate** the solutions and **implement** them



Making ideas tangible – How can you get your ideas alive?



- ▶ **Visual Translation**: inner images become outer images – a specialist “translates simultaneously” the consumers’ visions into **sketches**
- ▶ **Design thinking**: a practical approach to innovation through **prototyping** – move quickly forward and get immediate feedback from consumers

