

Every question needs to be asked by somebody.

Your independent field services provider for
qualitative and quantitative market research



Only valid results are good results. We make your survey relevant.

Our services in market research are based on 30 years of field experience in almost all industries. We distinguish ourselves from other providers by our comprehensive expertise in methodology. We implement all relevant survey methods for you for all target groups as well as in all countries throughout the world.

Our professional interviewers, mystery shoppers, presenters and researchers guarantee the quality and relevance of the results. They undergo specific three-stage training in preparation for every task. Let us assist you with asking questions the answers of which will provide you with valid results and give you a true competitive edge.



Krämer Marktforschung: A success story with historical background

The owner-managed company has grown to become one of the leading European field services institutes in qualitative and quantitative market research since its establishment in 1986. In addition to full-service institutes and consulting firms, the private economy and public institutions are also part of our clientele. As a service provider, we fulfil your demands with the highest personal effort.

You can rely on our expertise even when it comes to extraordinary requests with special target groups in difficult locations. We are extremely flexible, face the challenge at hand, and meet it on schedule and with high professionalism – this is guaranteed.



30
years of
experience



1,500
interviewers
nationwide



5,000
operating days
at PoS/year



30,000
test purchases
and test calls/year



200,000
face-to-face
interviews/year



1,000,000
CATI
interviews/year

Good reasons for choosing Krämer Marktforschung:

- ✓ Experienced in all common market research methods
- ✓ Profound methodical know-how
- ✓ National and international reputation
- ✓ Independent, comprehensive market research facility network
- ✓ International coverage, including sites in the USA and Asia
- ✓ Uniform standard throughout the world
- ✓ State-of-the-art data collection technology
- ✓ Grown logistics for every size and type of survey
- ✓ Consulting skills in respect of study concept and results presentation
- ✓ Long-standing staff loyalty creates flexibility and routine
- ✓ Member of BVM and ADM as well as support of the market and social research initiative



An expert for each market research method. Professional staff for all kinds of surveys.



Face-to-face

Professional and local face-to-face surveys

- ✓ Household surveys and home use tests
- ✓ Population surveys with high case numbers
- ✓ Special target groups such as farmers, child and youth research
- ✓ Adherence to regulations for cooling, storage and hygiene in product tests
- ✓ Up to 200,000 face-to-face interviews/year



Point of sale

Finding the right PoS strategy with our analyses

- ✓ Personally trained and accurately briefed PoS interviewer
- ✓ Flexible and not place-bound in order to be successful even in difficult locations
- ✓ Regional interviewers with short travel time and idiomatic compliance
- ✓ Professional and timely implementation of PoS studies and target-date surveys
- ✓ Development of interviewer history and classification



Mystery shopping

Masked evaluation of service and consulting quality

- ✓ Use of mystery shoppers from the region or from our central market research facility sites
- ✓ Recruitment of regional real purchasers for mystery shopping according to given criteria
- ✓ Training of mystery shoppers for each project
- ✓ Strict selection of respondents according to your requested criteria (age, gender, demeanour, etc.)
- ✓ High expertise through approx. 30,000 test purchases/year



Telephone

Telephone interviews for an efficient collection of information

- ✓ 600 telephone agents (inclusive native speakers covering 21 different languages)
- ✓ 180 CATI stations and 2 predictive diallers in Germany alone
- ✓ Data collection with proven Voxco and survey system software
- ✓ Approx. 1 million interviews/year
- ✓ Global reach



Market research facilities

Our market research facility in strategically significant locations

- ✓ Focus groups and in-depth interviews (IDIs)
- ✓ Tasting, concept and image tests
- ✓ Product, packaging, brand and name tests
- ✓ Store tests, price acceptance tests and shop simulations
- ✓ Advertising, poster, TV and radio spot tests



Online

Target-oriented online surveys and method mixes

- ✓ Project set-up and management centralised at our site
- ✓ Additional purchase of samples in B2C surveys
- ✓ CATI to online (telephone recruitment for online surveys)
- ✓ CATI online mix for B2B and target groups with low volumes
- ✓ No own panels in use

Detailed information about all our survey methods is available on our homepage.

Please visit us at www.kraemer-germany.com

Professionalism at every location. Our market research facilities in major national opinion-leading cities.

All our market research facilities have the perfect conditions for the observation of respondents. In addition to modern facilities and first-class audio-visual equipment, we can also offer you à-la-carte or buffet catering upon request, thus creating a professional atmosphere during the entire study.

Hamburg

- ✓ Six technically fully equipped single test units
- ✓ Discussion room with observation room and separate client lounge

Muenster

- ✓ Discussion room with adjoining observation room and separate client lounge
- ✓ Modern camera and recording equipment

Frankfurt am Main

- ✓ 35m² focus discussion room, viewing room with podium and client lounge
- ✓ Another observation room for small groups and individual interviews

Berlin

- ✓ Eight technically fully equipped single test units
- ✓ Discussion room, adjoining observation room and separate client lounge

Munich

- ✓ Two focus group units; Discussion rooms can be combined to a large room of 55m²
- ✓ Observation room with floor-to-ceiling mirror and separate lounge arealounge

Mobile discussion unit

With our mobile GD unit, we conduct interviews with your target groups exactly where these are located. Thanks to professional camera and recording equipment, we offer you

qualitative market research even beyond the metropolitan cities of market research. Groups in small cities or peripheral urban areas can thus be observed live.

The building block of success: Targeted recruitment of the right participants.

Qualitative recruitment of respondents throughout Germany

Our experienced recruitment teams will find the right respondents for your target group. Even small or special target groups do not remain undiscovered – neither in B2B nor B2C segments. Thanks to our continually growing database and an efficient data management, we also facilitate your studies with high case numbers in a short time.

We know how important the selection of the participant is in order to receive a relevant result – independent of the market research method used. That makes us the ideal partner at your side – for any of your studies.

Krämer recruitment services:

- ✓ Experienced B2C and B2B recruiters
- ✓ Qualitative recruitments
- ✓ Recruitment of special and small target groups
- ✓ Cross-regional recruitment throughout Germany
- ✓ Phone-to-Web recruitment for high sample sizes
- ✓ In-house recruitment with own database



CIDO Research. International presence with a strong partner.

Beyond the German borders, we are assisted by CIDO Research, a renowned international partner. With more than 600 CATI stations and approx. 3,000 native speakers in the world, we carry out surveys and analyses for almost all countries. We have an especially strong presence in our permanent

locations in Asia, USA and Europe. With CIDO Research as our partner, we project the services portfolio of Krämer Marktforschung onto the whole world.

For more detailed information, please visit:
www.cidoresearch.com





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