www.kraemer-germany.com



Every question needs to be asked by somebody.

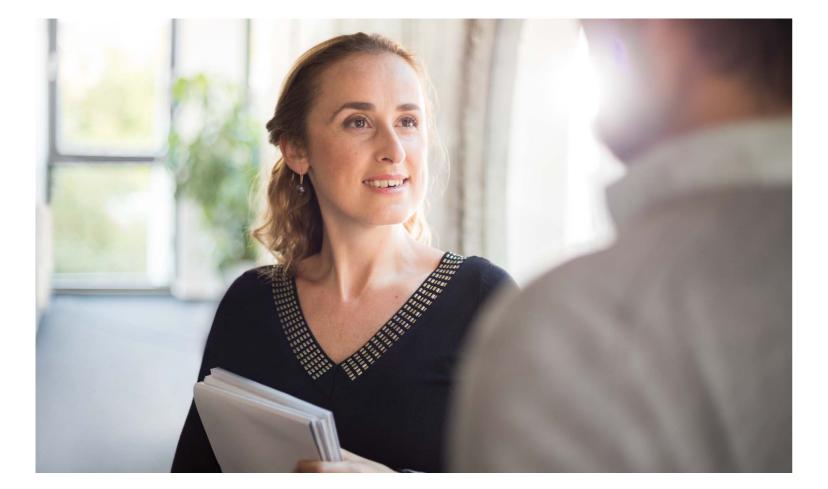
Your independent field services provider for qualitative and quantitative market research



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 You can rely on our expertise even when it comes to one of the leading European field services institutes in extraordinary requests with special target groups in gualitative and guantitative market research since its difficult locations. We are extremely flexible, face the establishment in 1986. In addition to full-service institutes challenge at hand, and meet it on schedule and with high professionalism – this is guaranteed. 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.



- 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



5,000 operating days at PoS/year





- ✓ 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

Detailed information about all our survey methods is available on our homepage. Please visit us at www.kraemer-germany.com

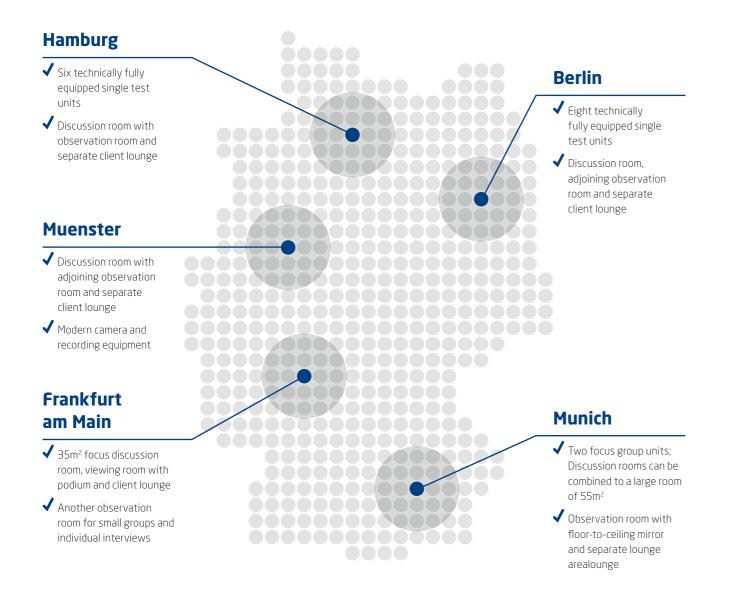


Online Target-oriented online surveys and method mixes

- 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

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.



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 We know how important the selection of the participant respondents for your target group. Even small or special is in order to receive a relevant result – independent of target groups do not remain undiscovered – neither in B2B the market research method used. That makes us the ideal nor B2C segments. Thanks to our continually growing datapartner at your side – for any of your studies. base and an efficient data management, we also facilitate your studies with high case numbers in a short time.

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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