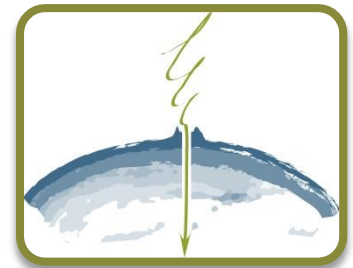


Séissmo Qual Research Expertise

since 2001

For Consumer & Shopper Insights

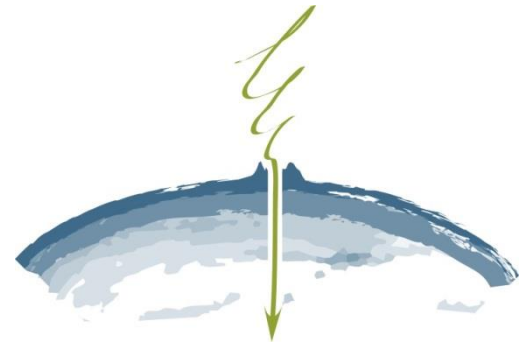


2017

Research by Séissmo

Séissmo exclusively does qualitative market research

- ▶ We believe in **consumer & shopper intuition** - exploration more than only validation
- ▶ For that reason, it is not sufficient to ask rational questions
- ▶ We use **verbal and visual projective techniques**
- ▶ The obvious but also subconscious and socially undesirable wishes become visible
- ▶ **Latent needs** are discovered.



Empathetic approach

Wherever we are...

...we dig deep

Séissmo researches globally

International mindset

- ▶ Séissmo is based in Mannheim/ Germany, in the **heart of Europe**
- ▶ International research is in our **DNA**
- ▶ Research in a lot of **different countries** – for **global brands**

- ▶ Our researchers with multicultural roots are capable to **moderate themselves in France, Germany, the UK and the USA. Furthermore, we are on each fieldwork personally.** This guarantees a constant high-quality level and highest validity and frequency of results.

Research in (among others):

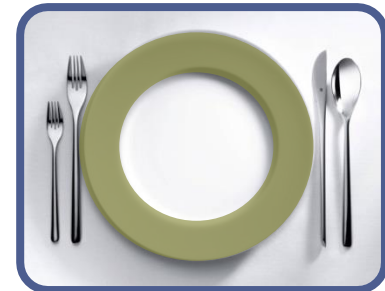
France	Germany	Italy	UK
Russia	Spain	USA	Pakistan
China	Norway	Poland	Iran
Belgium	Holland	Brazil	Ethiopia

- ▶ A motivated research executive constantly accompanies you through all the steps. Our work is done by internally trained and experienced researchers with an international academic background as **social scientists.**
- ▶ We bring **insights to life** thanks to a **cross-disciplinary approach** with designers, illustrators, sketch artists, cameramen, movie makers, 3D animators, actors, musicians...

You take benefit from Séissmo

Your benefit

- ▶ You profit from more than **20 years** of qualitative market research experience with over 600 projects in fundamental and exploratory research
- ▶ You get **clarity** and thorough **understanding** of consumers' mindsets.
- ▶ You will experience **lively, funny, dynamic** field work
- ▶ Accordingly, you gain **interactive and lively results and presentations** through talkative verbatim, creative collages entertaining media
- ▶ If wished you receive help putting **insights into action** through tailor-made workshops
- ▶ But the most important: **research results of high validity**
- ▶ **Food, cosmetics & hygiene, automotive, retail, B2B, OTC**



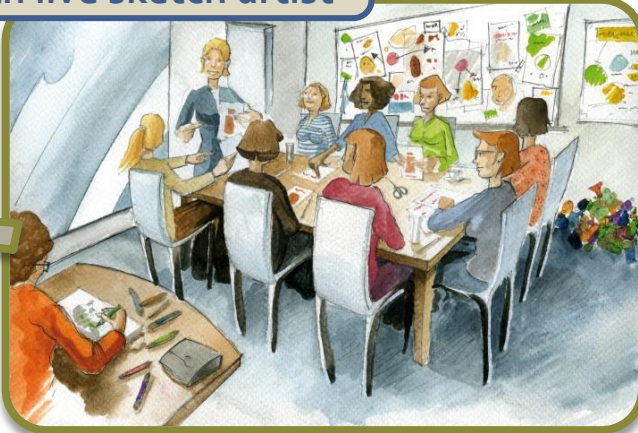
The question defines
the research designs



We deliver
tailor-made research!

Research by Séissmo looks like this

**NPD/Co-creation
with live sketch artist**



Ethnography



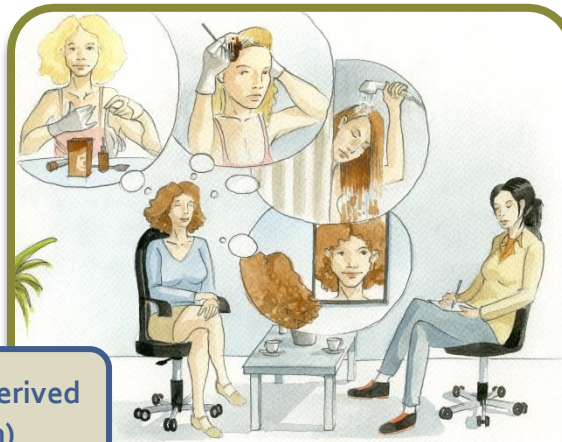
Semiotic Studies



**Consumer Workshops
(with intuitive product clustering)**

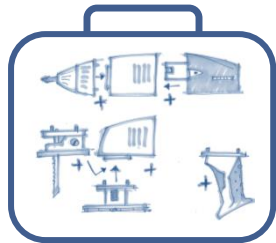


**Cognitive Interviews (derived
from Forensic Research)**



That's how we find answers to your questions

Our toolbox



We decode signals



- **Semiotics:** each product, each innovation, each idea, each shelf communicates explicit but also implicit messages. Semioticians “see, what others just feel”
Do research on the body language of your products!

We decode consumer behavior – on an individual basis



- **Cognitive interviews:** a special technique, to **uncover all details** about an experience out of memory. How did your customers handle your products in reality?
Have automatic consumer behavior decoded!



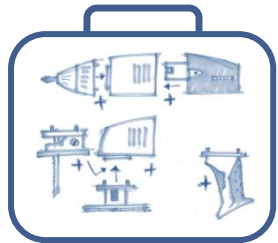
- **Ethnographic interviews:** Surrounding and living environment under real circumstances. How do they **interact with products** in reality?
Have real product usage discovered!



- **Silent observation/ Shadowing:** spying on people while shopping to identify factors of **product choice** and to catch **moments of truth** (short questions afterwards)
Don't lose track of the shopper!

That's how we find answers to your questions

Our toolbox



We decode consumer behavior - collectively



- ▶ **Consumer workshops** are of highest importance: lively and dynamic group discussions to discover **collective archetypes, beliefs and emotions**
For us, group discussions are more than the sum of individual interviews!

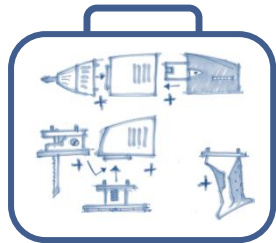
For that we build on:



- ▶ **Market cartography:** clustering of real products reveals the consumers' specific **perception of the whole category**
Let the customer segment the market offer!
- ▶ **Projective techniques:** indirect questioning, verbal (such as a personification) or non verbal (such as a collage)
Turn off the rationality of your participants in order to achieve deeper insights!
- ▶ **Use our broad offer of techniques!**

That's how we accompany the innovation process

Our toolbox



We encourage your creativity



- **Co-Creation:** Integration of 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

We raise your ideas in an early stage



- **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



Start in time with your research!

You can never ask too early...

We look forward
to working with you

