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For modern, marketing-
oriented research and
consulting

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MW
RESEARCH

we discover opportunities

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Our motto: work as partners in dialog.

Our values: trust, enthusiasm and determination.

Our goal: your success and satisfaction!



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Facts

Founded:	1964
Employees:	25
Managing Directors:	Rüdiger Köster Ulrich Rieger
Focus:	Telecommunications Food & Beverage Tobacco Beauty & cosmetics Trade, FMCG Media, publishing companies

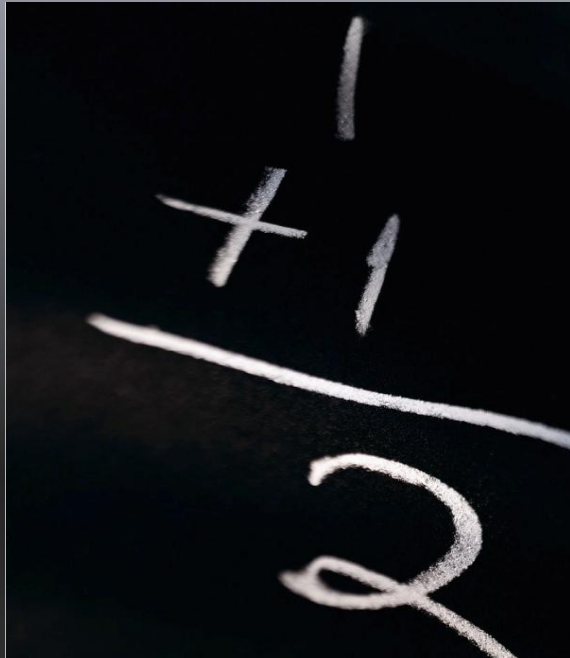
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Figures

Turnover in €: 6 – 7 Mio.

Projects...

National: 70%

International: 30%

Offline: 60%

Online-/ WAPI: 40%

Quantitativ: 80%

Qualitativ: 20%

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Facilities & Cooperation

- In-hall and focus group facilities in Hamburg
- CATI-center for recruitment and surveys
- National field directed from Hamburg
- Long-standing cooperation with national and international fieldwork agencies and studios
- Cooperation with renowned online panels
- In-house programming and tabulation of CAPI-, CATI-, online- and mobile surveys
- Methodical cooperation with Interrogare Marketing Science, e. g. for conjoint analysis

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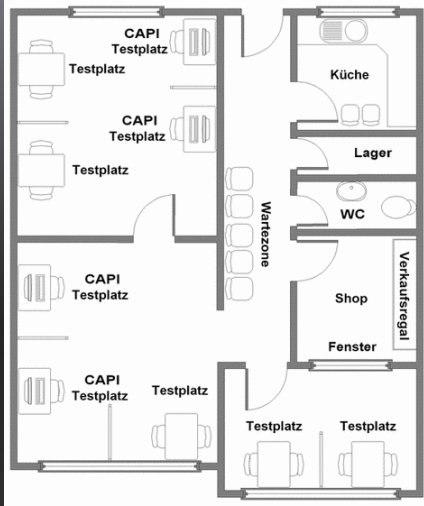
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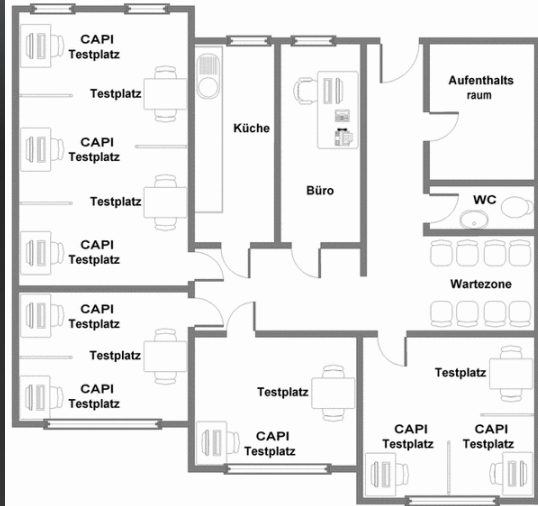
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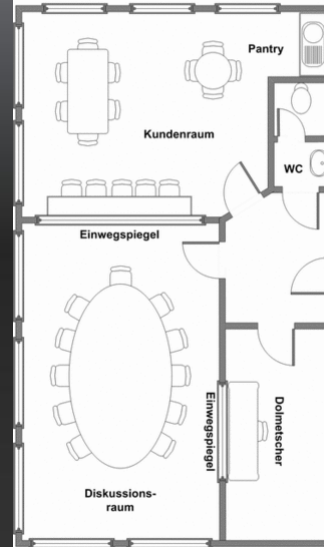
Studio Hamburg 1.OG



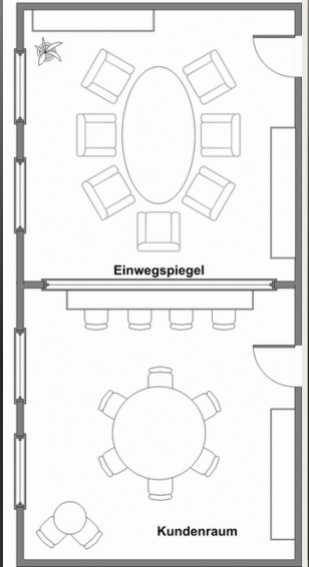
Studio Hamburg 2.OG



Klassischer Gruppendiskussionsraum



Raum für Mini-Gruppen



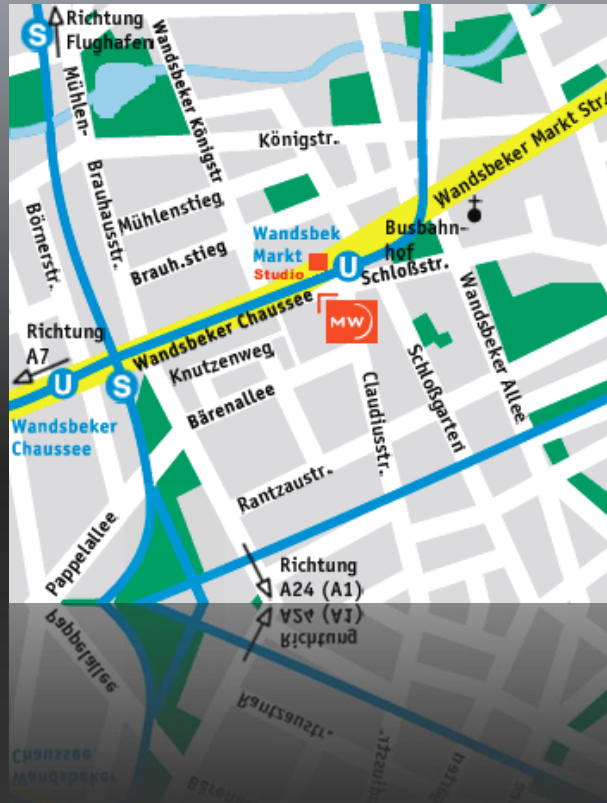
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Our work is based on ...

- ... comprehensive and profound methodical know-how and
- ... the right mix of classical and future-oriented survey methods (offline-, online- and mobile research).

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Our approach to research:

- Sophisticated and proven survey methods customised to meet the requirement of your specific objective.
- Unusual and inventive approaches for individual test designs, with an open mind and creative handling of the circumstances.

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Our research and consulting will accompany you through the complete life cycle of your brand and products:

From the first concept idea to the analysis of the best positioning, from product and packaging design to choosing the optimal price point, from successful advertisement to satisfied customers.



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Ideation



Concept



Product



Packaging



Price



Communication



Target Group



Image



Market Share



WWW



Preference



Satisfaction

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Ideation

Ideas are at the heart of your company's success, the motor that drives your performance. We help you to develop your ideas and visions into concrete concepts, which sustainably improve your business.

With precisely fitting research approaches, such as:

- Desk research for market survey and status quo analysis
- Close consumer observation to generate insights from personally watching your customers
- Ideation session to creatively generate new ideas and product and service approaches

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Concept

We support you in the successful development and implementation of compelling ideas and concepts.

With specifically designed research approaches, such as ...

- Ideation workshops that generate new concept ideas
- Focus groups, bulletin boards, blogs and forums for qualitative insights and benefits
- Quantitative approaches to identify successful concepts and concept elements
- **FocusPLUS**, a combined approach of quantitative and qualitative methods
- **CARES FOR CONCEPTS®**, a conjoint-based examination of complex concepts

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Product

We can help you to develop optimal products for your market!

With classic product test approaches for in-hall or in-home and other, specialised tools, such as

- **SensUp**®, an M.E.S.-based sensory test method (Magnitude Estimation Scaling), which renders a highly differentiated measuring of the performance, strength and liking of sensations.
- **Blog4Insights**, in which the use phase is accompanied by a blog or chat to get direct insights into the user experience. Further insights are generated in a subsequent moderated online forum where respondents are encouraged to exchange their product experience with others.

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Packaging

Over 70% of buying decisions are made at the point of sale. We can help you to develop the perfect packaging for your products: From the initial idea to the final package design and complete product ranges.

With qualitative and quantitative offline and online tools, such as ...

- Focus group discussions and in-depth interviews
- Shelf test
- Packaging test
- Handling test, Use test
- Conjoint-Analyses
- **Emotional Brand Monitor** (EBM)



Pricing

We find the optimal price points for you and show your market potential by taking different price scenarios into account. We reveal the opportunities and risks of price changes.

We'll find the right price for your products and services using proven offline- or online tools, such as

- **Price-Sensitivity-Measurement** (PSM, van Westendorp-Modell)
- Gabor-Granger
- Conjoint-Analyses

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Communication

With our **AdUp[®]** approach we can help you to develop optimal communication for your brands and products - from the communication idea to the finished executed ATL or BTL campaign; for all off- and online media.

With qualitative and quantitative off- and online-tools, such as

- Focus group discussions and in-depth interviews
- **Eyetracking**
- **Emotional Brand Monitor** (EBM)
- Pretest und Posttest
- Tracking
- Data base / benchmark



Target Group

Which target group do you reach? Which target group has the greatest potential for your product? How to describe segments and their needs?

We will help you to target your marketing by providing you with the necessary insights.

With qualitative and quantitative off- and online tools, such as ...

- **Focus group discussions, in-depth interviews**
- **InsightsLounges**
- **Usage & Attitude studies**
- **Cluster analyses, segmentations**

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Image

Which implicit associations does your brand trigger?
What is your brand essence? Which image values
have what effect on the differentiation of the image?

We answer with specially designed tools, such as...

Consumer MindMap:

- Visualisation of associations
- Positioning in the market
- Identification of USP
- Fit of marketing strategy and current image

Emotional Brand Monitor (EBM):

- Implicit methodology
- Measurement and display of emotionally driven brand recognition



Market Share

You want to launch a new product or relaunch an improved version? In order to estimate its chances of success you need to know the market potential.

We support you with proven tools for both online and offline surveys:

- **Cares for Shares®** is our ...
 - classical method of market share forecast with...
 - measurement in purchasing patterns and preferences and
 - market share calculation scenarios
- Conjoint-Analyses, including ...
 - Choice-Based-Conjoint (CBC)
 - Information Display Choice-Based-Conjoint (ID CBC)
 - Adv. Hierarchy Processing (AHPlab) and
 - **Decision Revealer**

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WWW

Discover the potential of your brand on the web! We analyse the user behaviour on your site.

What influence do your social media activities have on the perception of your brand? How can you use social networks to increase your profits? What do users expect from your Internet or social media presence?

Desktop & Mobile Research:

Interview people in any location, any time and on every mobile device! We accompany you in your (mobile) study with our methodological and technical expertise.

- Recruitment via SMS, E-Mail, **mobile panel & onsite**
- Optimised for all mobile devices
- **All question types**, supported by sounds, videos and images
- Of course, all surveys work on desktop PC's also



Preference

Purchase decisions depend on the product or service offer's complexity and the involvement of the consumer.

Our proven offline and online conjoint analysis tools allow you to optimise your propositions while also pinpointing on what your communication in the market should focus on. We'll advise you with the right approach based on the complexity of the offer and the involvement of the consumer.

- Adaptive Conjoint Analysis (ACA)
- Choice-Based-Conjoint (CBC)
- **Information Display Choice-Based-Conjoint (ID CBC)**
- Advanced Hierarchy Processing (AHPlab)
- **Decision Revealer**



Customer Satisfaction

Satisfied customers increase sales. But how satisfied are your customers really? Measuring customer satisfaction correctly allows precise predictions on customer retention, loyalty and reorder rates.

We measure not only satisfaction, retention, and loyalty of your customers, but also the importance and relevance of individual services or product characteristics for these aspects. We show you the interdependence of factors that influence customer satisfaction directly and indirectly to allow you to address your customers much more efficiently.

We use the following methods:

- Driver analysis
- Causal analysis
- **Consumer Satisfaction Insights (CONSAI)**
- Targeted bootstrapping

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Meggle

CIBA VISION

Johnson & Johnson

BDF

Vapiano

Ritter

Bahlsen

Telekom

Starbucks

Estée Lauder

Tchibo

JTI

Krombacher

G&J

Yellow Pages

Müller

We advise well-known national and international companies and their brands.

Here's a selection ...

NIVEA, Eucerin, **Camel**, Winston, Benson & Hedges, LD, Carefree, Leibniz, **Ritter Sport**, **T-Mobile**, **T-Entertain**, congstar, Tempo, tesa, Lysterine, **Krombacher Pils & Weizen**, **Schweppes**, Joghurt mit der Ecke, Lünebest, **Bärenmarke**, ...

From innovation research to sales forecast and customer satisfaction.



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