



**Sometimes a glass of milk is enough
and you do not need a whole cow**

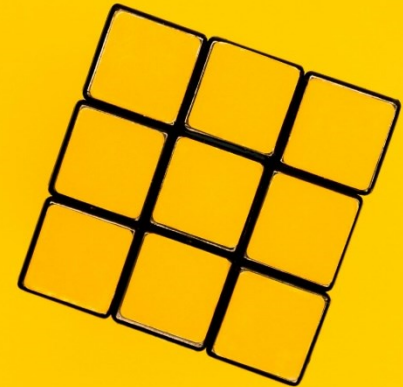
Research Hub

Market Research. Made easy.

A new kind of support offer
from the
Schöttmer-Institut GmbH

January 2024

What is the SCHÖTTMER-RESEARCH HUB?





Flexible Market Research Service

- ➔ You need fast and easy to work with support?
- ➔ Modular bookable and freely scalable - individually tailored to your projects?
- ➔ Which goes beyond the traditional data collection service?
- ➔ Works nationally as well as internationally?
- ➔ As "One-Stop-Buy" offering everything with one point of contact?

THEN THE SCHÖTTMER RESEARCH HUB IS THE RIGHT PLACE FOR YOU, BECAUSE OUR MOTTO IS:

Market research. Made easy.



Flexible support with resources and project coordination



Resources

You know how to get to your goal, but you lack the resources? Use our capacity for planning and study set-up, panel, programming, analysis, moderators, interviewers, interpreters, scribes, ... (national and international)

Added Value

You would like to offer your clients added value and/or include market research in your portfolio? You usually do DIY research, but have limited capacity? We are happy to be your side-kick and efficiently implement studies according to your specs.

Project Coordination

You know what you want, but not yet exactly how to get there? Take advantage of our experience and our consulting services regarding set-up, method, realization, GDPR, ...

Cultural Background

You need a field partner in Germany/Europe? For multi-country studies/international joint projects we offer country-specific know-how and consulting: Context and background information on social values, product usage, brand and media landscape ...



We offer a wide range of qualitative and quantitative methodologies

We have experience in all methods **qualitative & quantitative** as well as **offline & online**.

Qualitativ

- Focus Groups
- IDIs
- Ethnographies
- Workshops

Digital Qualitativ

- Online Focus Groups
- Online IDIs
- Online Communities
- Hybrid qual & quant studies
- mobile Ethnographies
- Diary studies

Quantitativ

- Online Survey
- CLTs
- Producttests / IHUTs
- Intercepts
- Data processing & Analysis

But we also think "**out-of-the-box**" and work with you on new combinations of methods - "**together is better**".



Our services - as individual services or as a full service



Recruitment

In-house recruitment
from nationwide panel



Project Management

On demand - full project
management or as partial services



Analyse & Reporting

for qualitative and quantitative
studies; topline or full report



Moderation

with distinctive industry
expertise; internal
moderators, vetted
moderator network



Survey Programming

Quant Survey Programming / Qual
Survey Platform Setup



Auxiliary

Interpreting and translation
services, notetaking and
transcript service with market
research know-how



Single services or full service – its your decision!

You need fast and easy to work with support?

The **SCHÖTTMER RESEARCH HUB** offers you a customized solution:



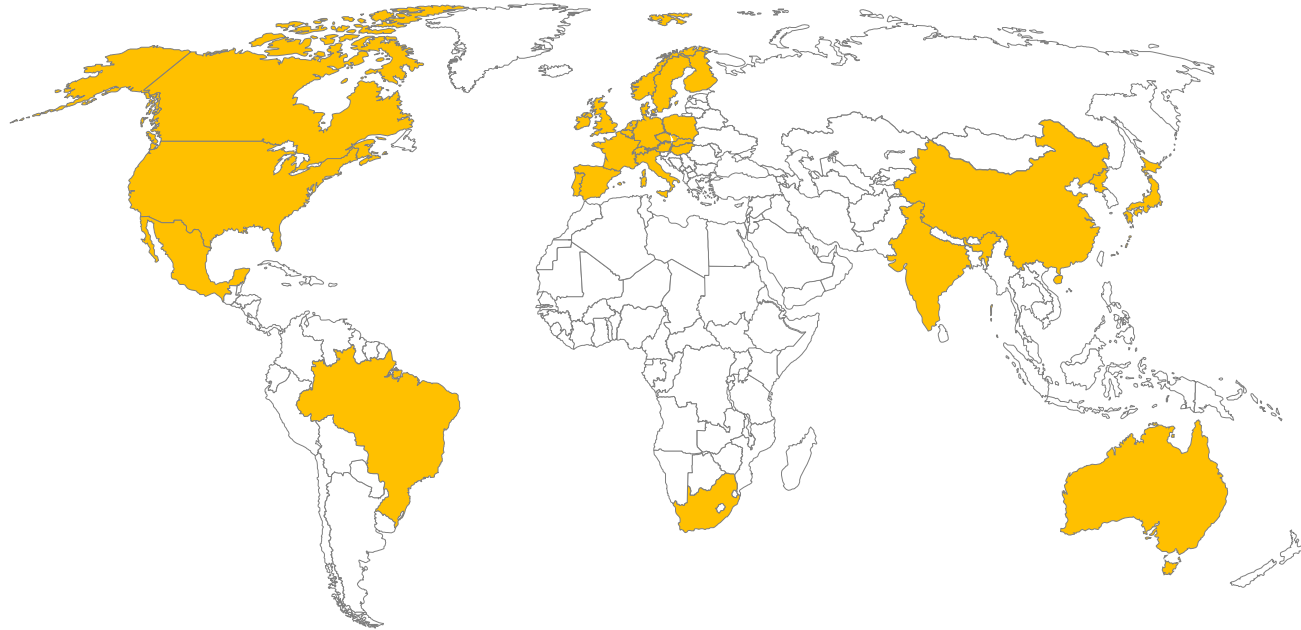
Use our mixing board: Research services modular bookable & free scalable – customized to your project.

- ➔ **physical resources**
(recruitment, facility, interviewer, moderator etc.)
- ➔ **Individual support**
(project management, programming, charting etc.)
- ➔ **Consulting**
(survey design concept, analysis, participation on internal workshops ...)



International Capabilities

The **SCHÖTTMER RESEARCH HUB** gives you access to a curated network of international market research partners in all major market research core countries.





Our "One-Stop-Buy" Principle

One stop – no fuzz – high quality

No matter if you only need recruitment only or the complete coordination of international projects: We are fast and uncomplicated, deliver transparent quality with a good price-performance ratio.

We will make it work

Through fast response times, smooth interfaces, thoughtful planning and reliable execution, our service-oriented team supports your project.

And if things turn out differently than you could have foreseen? Then we will find a good solution together. For sure!

Support with experience

As part of the Schöttmer Institute family, the Research Hub benefits from over 50 years of experience and a great network of tried and tested partners in market research.



Schöttmer Research Hub | References



"...up to date researcher with the right attitude towards consumer and clients: They make complicated things easy, facts instead of fuss, enable us to meet our goals quickly, with qualitative & quantitative, online & offline methods. Highly experienced and efficient team, focused and fun to work with!"

Torsten Danker, Senior Manager Insight & Planning RTEC/Snacks NORTHERN EUROPE



"...Cooperation on qualitative projects with them is very convenient. The moderation and analysis is always perfect, very insightful and professional. Moreover, services such as facility support, simultaneous translation and web-streaming are always top quality. We appreciate the proactivity and enthusiasm you put in every single project!"

Veronika Vanova, Associate Director at Ipsos UU (CZ)

GAME CHANGERS





Core Team



Hans Schöttmer
Managing Director



Sarah Glaewe
Senior
Operations Manager



Tanja Pietzner
Operations Manager



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Senior
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Let's create great things together.
Market research. Made easy.

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