



synovate

Research reinvented

Curiosity in action.





Curiosity. For hire.

Have you ever thought about what is the one thing really smart people all seem to have in common?

Curiosity. They are a curious bunch.

Every day, across 4 continents and 24 time-zones, thousands of curious people go to work at Synovate, the world's most dynamic and passionate global market intelligence company.

Welcome to the new world of Synovate. Our curiosity is all yours.

Curiosity in full swing throughout the Americas.



14h20 - Chicago. Drum rolls: launch of an automated customer feedback programme for a national retailer with hundreds of outlets and a major online store. "Capture every heartbeat" was how the client started the initial brief.

21h30 - Seattle. A group of researchers from across the Synovate world meet via webcast for the final briefing on a 15-country study on hair colouring.

8h15 - New York. Early birds are already frantically preparing for this afternoon's presentation of the global repositioning study for a leading confectionery brand. Some yummy findings are in store.

9h46 - Toronto. Synovate Healthcare kicks off a diary panel to collect data on the usage of a new prescription diabetes drug among Canadian doctors.

12h26 - LA. Qualitative Specialist, Charlie Niermann, interviews prospective buyers of luxury sedans at a car clinic. Incredible how emotional people are about their four wheelers!

16h02 - Sao Paulo. Nade Alves explains a Synovate pricing model designed to forecast customer interest in a variety of cell phone packages.



Curiosity in every hallway, every corner.

Synovate is not a centralised corporation born out of one location.

Instead, Synovate's global network was crafted by bringing together the best "think-alike" local companies, with the best minds available anywhere, into one truly borderless operation. And as expected, smart people enjoy being brought together with other smart people.

As a result, you'll quickly notice that unlike any other global research company, there are more empowered, curious people available on the ground to care for clients around the globe. With passion, precision and entrepreneurial flair.

It'll make you wonder how can a company this size feel so small and personal?

All across Asia curiosity is hard at work.

11h38 - Tokyo. Takashi Kato is putting the finishing touches to a report on reactions (and there are a few!) to a new range of Japanese cosmetics designed for US and western European markets.

16h58 - Bangkok. The hair colour study initiated by the Seattle office is ready to go to field. The team has been fascinated by the preliminary findings and are anxious to get started.



7h45 - Seoul. JY Kim opens the Korean Business Forum quarterly meeting with a presentation on the growing importance of Youth Culture in Korea. With two teenage daughters, she knows what she's talking about!

9h15 - Singapore. Members of the Synovate Business Consulting team explain the advantages of alternative distribution channels for soft drinks in South Asia to quench the thirst of growing populations.

15h01 - Shanghai. A Synovate media research specialist discusses an eye-opening study to measure outdoor advertising in 15 cities across China.

20h28 - Tokyo. A client is engrossed watching a focus group on personal banking, while another is setting off with Synovate moderators for nightclub and bar observations on cognac drinking. An assignment of choice for some!

Bangkok

Beijing

Guangzhou

Hong Kong

Jakarta

Kuala Lumpur

Manila

Seoul

Shanghai

Singapore

Taipei

Tokyo

Wuhan



Reinventing research.

Curious people are restless people. Always on the search for new, better ways to do things. And never ready to take no for an answer.

Relying on our fast, flexible and entrepreneurial organisation, Synovate's people are empowered to push the traditional boundaries of research in order to dig out the market intelligence that will truly make a difference.

This means sometimes calling on one of our proprietary global solutions when necessary, or deploying highly intelligent customised approaches at the local level when it makes more sense. After all, that's where the action is.

A bunch of curious people drill down deep across Europe and the Middle East.



16h01 - London. "You need a quote for a 10 country usage study tomorrow? No problem - will I be able to reach you on your mobile later to gather some input?"

7h48 - Amsterdam. A breakfast product test is underway. The client is observing reactions via closed circuit TV, while a Synovate food specialist helps interpret the non-verbal feedback.

9h42 - Prague. Synovate Motoresearch executive Jan Forst scratches the left side of a car with a screwdriver, gets into the car and drives to the manufacturer's service centre. His job is to find out if the service complies with the international standards the client has set.

11h32 - Cairo. An animated Tamer El Naggar is presenting the results of a brand equity study on edible oils.

14h32 - Paris. The global hair colour study unfolds according to the guidelines set in Seattle, but with local considerations firmly in focus. After all, French women do know what they want!

19h37 - Nicosia. Savvas Kyriakides is having a first glance at the results of a web-based Employee Commitment study across 12 countries.



Have we made you curious yet?

Don't take our word for all this.

To truly experience the value of an entrepreneurial global market intelligence company run by a team of empowered, curious people like Synovate, nothing beats checking it out for yourself.

You'll easily find a contact person near your city with a quick visit to our website at www.synovate.com, or fire off an email to curious@synovate.com right now...

We're curious to hear what you think.

1 company

62 countries

6,000+ people

1 thing in common:

Boundless curiosity.



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Research reinvented

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