

# Powering business growth through innovative research

Synovate is a top four global custom market research agency that can help take your brand, product and customer experience strategies forward.

A truly borderless company with offices in over 60 countries, we combine best-in-class global research capabilities with personalised service, local knowledge and flexibility to meet your specific requirements. We currently work with many of the world's top brands, and conduct research across all industry sectors including consumer packaged goods, healthcare, automotive, financial services, media and advertising, government, retail, restaurants, technology/telecom and more.

We are also continually developing innovative research solutions that predict actual business outcomes, so that your research budget shows a clear return on investment.

Curious? Get in touch with us today to discuss how our research can help meet your objectives, or learn more at [www.synovate.com](http://www.synovate.com).



# Synovate's research capabilities at a glance

## MarketQuest:

Dedicated team of product development experts utilising a holistic suite of solutions dedicated to each touch point, enabling you to make effective business decisions at each stage of development.

- **ConceptQuest:** Concept development & evaluation
- **ProductQuest:** Product development & evaluation
- **PackQuest:** Package screening & evaluation
- **PriceQuest:** Price setting & evaluation
- **MVP Portfolio:** Market potential estimation at each stage

## Customer Experience:

The largest and fastest growing global CE research and consulting firm helps you achieve your business goals through deep understanding, holistic design, and comprehensive management of all customer touchpoints.

- **True Customer View:** Quantitative CE, satisfaction, and loyalty performance measurement and insights to drive performance management, strategic resource allocation, and real improvements in customer relationships
- **Ideal Customer Experience:** Qualitative and detailed customer journey mapping and blueprinting to uncover moments of truth, pain points, and opportunities to surprise and delight at every stage of your customer experience
- **Mystery shopping:** Truly understand customer experience, staff advocacy, store and promotional compliance. Customised programmes drive change
- **Customer Experience Management Consulting:** Turn customer insights into results via customer-driven transformation and creation of a customer-centric corporate culture

## Brand & Communications:

Helps grow brand equity, identify and assess growth obstacles, and track the impact of their communications on customer and prospect brand perceptions.

- **Brand Value Creator (BVC):** Combines emotional brand commitment with marketplace performance to yield the world's most realistic and accurate brand equity measurement
- **Market Factors:** Realities that enhance or constrain a buyer's willingness/ability to purchase their preferred brands
- **Connections:** Beyond predicting if your advertising will drive sales, reveals whether it builds long-term brand equity
- **AdCheck:** One of the most practical tools to measure advertising effectiveness, AdCheck identifies how individuals react to advertising and how it affects their attitudinal equity toward the brand

## Getting Closer to the Consumer

### BrandLife:

Unique, award-winning research technique that uses a validated library of 8,000 to 9,000 images to decode what people think and feel without relying on a single spoken word.

### Qualitative:

700+ practitioners, including global thought leaders in Brand & Communications, Customer Experience, and New Product Development, give incredible reach across both developed and emerging markets.

- **@Life:** Online toolkit, bulletin boards, groups & depths, interactive panels, digital diaries & storytelling
- **Real Life:** Full range of ethnographic approaches
- **Get Life:** Identify real opportunities through Idea generation designed to breathe new life into markets
- **Build Life:** Concept development and refinement
- **Comms Life:** Effective development of creative advertising material



## Censydiam:

Uncovers the subconscious needs that drive buying behaviour, helping you:

- Better understand people, and how products and brands become meaningful to their lives
- Find better ways to connect emotionally
- Establish an optimal positioning
- Differentiate your brands to broaden portfolio appeal

## Shopper Insights:

Helps retailers and manufacturers better understand the shopper decision-making process through proprietary and innovative approaches and techniques that result in actionable retail recommendations and solutions.

## Advanced Analytics

### Marketing Management Analytics:

MMA's analytics, technologies and consulting have helped many of the world's largest brands address marketing mix, pricing, and sales force effectiveness issues to optimise their marketing performance.

### Decision Systems:

Innovative global team of statistical experts who apply advanced analytical techniques to deliver action-oriented marketing insights.

## Data Collection Resources

### Approaches:

Multi-country, Internet, Phone, In-Person, Mail, Eye Tracking, Footfall, Virtual, Qualitative.

### Panels:

Synovate Global Opinion Panel, Community Panels, Specialised Client Panels.

### Global Omnibus:

Cost-effective access to 55 countries through one Synovate contact.