

BASIS  **KONTAKT**
worry free research

Company Profile



Our vision.

No Experiments. Market research projects can be worrying affairs. In particular, the task of choosing a partner to carry out the project requires keen intuition and a reliable assessment. This is because the results of every study significantly depend on the quality of the work performed.

Valid findings from qualitative and quantitative studies form the basis of your results. We want to use our reliable approach, transparent methods, and results-oriented output to make your studies a success!

We have provided our clients with professional support across the entire spectrum of qualitative and quantitative research methods since 1990, from the proposal phase to analyzing the findings of the study.

**BASIS-KONTAKT – Your high-performance partner
in Germany and Europe.**



Services.

No Compromises. We want to be the first choice for international institutes searching for a partner in the German and European markets. We unite creativity with flexibility and common sense with quality evaluations. This way, we ensure that the data we collect for our clients forms the basis of informative analyses.

- ✓ Specialized contacts for numerous methods and industries
- ✓ Personal support at management level throughout every phase of your project
- ✓ Individually tailored offers, usually within 24 hours
- ✓ Excellent price–performance ratio thanks to effective project work and a wide network
- ✓ High level of flexibility and support if your project specifications change
- ✓ Excellent data collection and delivery thanks to internally devised standards of quality
- ✓ Results delivered on schedule thanks to fluid project phases



Services.

In short: your study is in good hands with us.

Working with BASIS-KONTAKT means worry-free market research.



Facility and recruitment.

Rooms for focus groups and in-depth interviews are located nationwide - all have a uniform standard of comfort and technology. This aspect is extremely important to us. All of our facilities have one-way mirrors and enough space for your clients and simultaneous interpreters. An excellent catering service is also included.

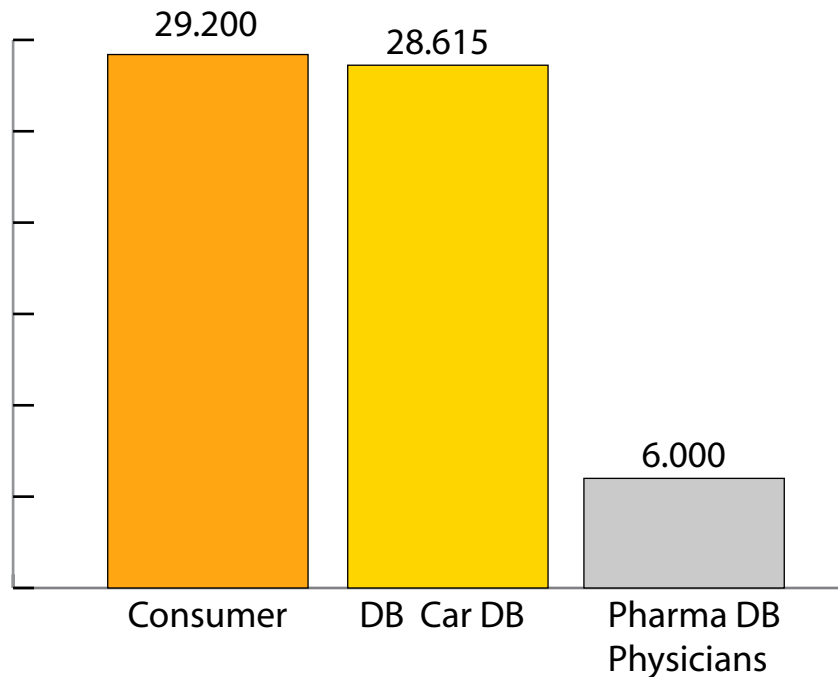
Call-Centre Hamburg. We conduct telephone studies, both P&P and CATI from our telephone unit in Hamburg. This modern unit is staffed by fully trained interviewers and has 40 interviewing stations.

Recruitment. All recruitment for group discussions, in depth and low incidence rate pre-recruited respondents is undertaken centrally from the call-centre, wherever the survey is conducted in Germany.



Database.

BASIS-KONTAKT has several data bases, allowing us to recruit your target group speedily and cost-effectively. Where the available universe gets smaller, our more specialised data bases, e.g. for physicians, will help identify possible participants who are also a multiplier source for recruitment.



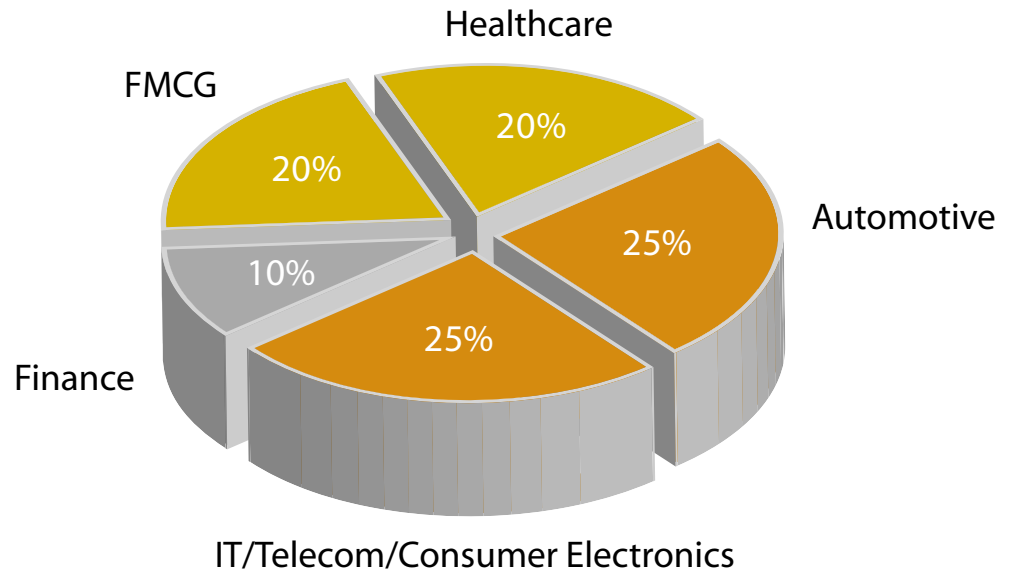


Industries of knowledge.

We have a team of experienced researchers, coming from different backgrounds and joining to give you expertise in most mayor market segments, e.g.

- ✓ IT & Telecommunications
- ✓ Automotive
- ✓ Consumer Goods (incl. Body care, Luxury, Perfumes etc.)
- ✓ Pharma / Healthcare research

Sectors covered





Automotive.

We are always up-to-date on the latest market developments and model launches, and as a result we can provide you with all the important information you need for your study, as early as the setup stage.

In addition to Car Clinics, it goes without saying that we apply the entire spectrum of qualitative and quantitative market research methods in order to help you to answer different questions during the entire automotive product life cycle.

We use the whole range of other qualitative and quantitative market research methods to help you to answer various different questions throughout the whole life of an automobile product, including:

- ✓ Concept tests, design- and name tests
- ✓ Price and positioning studies
- ✓ Early buyer studies
- ✓ Customer satisfaction studies
- ✓ Image- and advertising tracking



Pharma / health care.

Our employees and interviewers in our pharmaceuticals unit have medical and/or pharmaceutical training and education. We know what we're talking about. Even when it comes to very specific topics.

We are equipped to handle small samples as well as large-scale surveys. Our own database, which contains approx. 6,000 established physicians in different fields and our own database of patients, allows us to act quickly if your project has a tight deadline. Examples of target subjects include:

- ✓ General practitioners
- ✓ Medical specialists and medical personnel
- ✓ Specialized staff and key communicators
- ✓ Purchasing agents
- ✓ Patient groups with specific illnesses



A direct communication.

Information and telecommunications technology continues to advance rapidly. We keep our eyes and ears open, and enjoy going exploring. Our cutting-edge research allows us to keep up with trendsetters and their current needs.

Our employees have the necessary tact and an excellent understanding of technical products and their markets, and have the ability to provide our clients with high-quality information in an innovative and flexible manner.



Closer.

We use our keen insight and instincts to delve into the depths of the FMCG industry. We research consumer goods from laundry detergent to luxury perfume, and know the quirks of this industry, which is characterized by its fast pace and stiff competition.

Our studios with their sophisticated technological instruments and our nationwide field of interviewers are both methodically and operationally tailored to every need, allowing them to record every aspect from emotional nuances to scaled data. We are experts in:

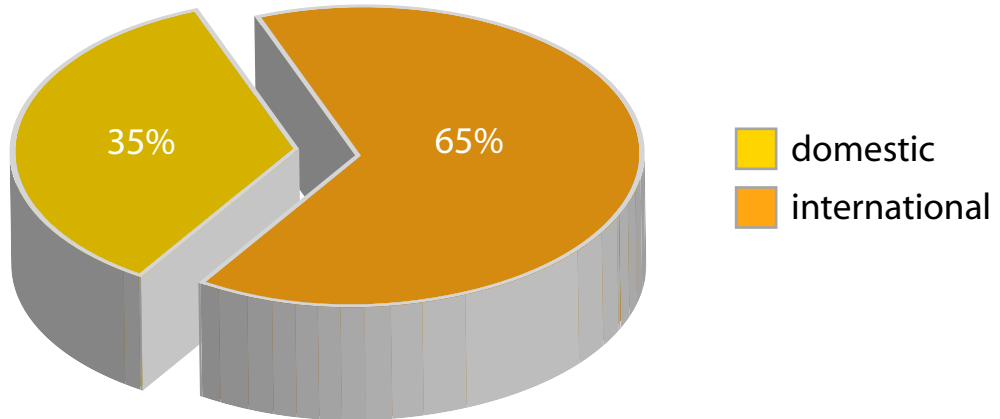
- ✓ Concept tests
- ✓ Product tests
- ✓ Taste tests
- ✓ Fragrance tests
- ✓ Image barometers

When carrying out these tests, we use the entire spectrum of quantitative and qualitative methods.



Markets and cooperation.

Domestic vs. International Studies



BASIS-KONTAKT understands the importance of providing a bridge between different cultural landscapes and business practices. We help you adapt your projects to the specifics of the local market to make sure that you get the relevant information at the required depth of understanding.

We have a wealth of experience working with international partners and appreciate the level of co-operation needed to conduct research involving various backgrounds and perspectives.



Develop new ideas.

We're here to offer you advice and assistance to ensure that your projects are prepared and carried out successfully.

You're also very welcome to stop by personally. Our offices are located in the beautiful district of Altona in the western part of Hamburg. Come and visit us and let us show you what we can do.



Nicola Herz-Paasen

Director

nicola.herz-paassen@basis-kontakt.de



Nicola von Beuning

Senior Project Coordinator

nicole.beuningen@basis-kontakt.de



Matthias Golly

Project Coordinator

matthias.golly@basis-kontakt.de