

## About Us

pharos Institute of Market Research offers full-service market research to its clients. The company is located in Bad Homburg, 20 km north of Frankfurt.

We offer the whole array of empirical research from the data collection to the data presentation. Our focus is on quantitative market research.

We guarantee custom-made market research service in top quality even under time pressure.

pharos was founded in 2003 by Manfred Bruemmer (research manager) with extensive experience in the field- and project management due to his previously completed studies for some well-known German agencies.

## Professionell Background

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- ▶ **Czaia Marktforschung, Bremen**
- ▶ **Forsa-Institut, Berlin**
- ▶ **IPSOS Deutschland, Hamburg**
- ▶ **Media Markt Analysen, Frankfurt**

## Research Expertise

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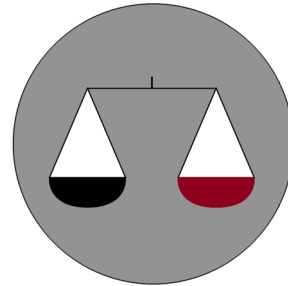
- ▶ **media- and advertising research**
- ▶ **research for FMCG**
- ▶ **mysterie shopping**
- ▶ **with the target groups B-2-C as well as B-2-B**
- ▶ **by means of the techniques: PAPI, CAPI and CATI**

## Focus: Quantitative Market Research

### Charakteristics

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- ▶ large, representative samples
- ▶ standardised data collection procedures
- ▶ quantification of behaviour
- ▶ wide range of statistical analyses of data
- ▶ representativity of results



### Determinants of Survey Methodology

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- ▶ size and topic of the survey
- ▶ presentation of visual material
- ▶ definition of the population
- ▶ facilities of sample design
- ▶ adressability of the target group
- ▶ requirements regarding representativity
- ▶ limits regarding time and monetary budget

Quantitative market research consists primarily of different kinds of questionnaire interviews (personal, telephone, postal and online interviews). Mostly samples with a large number of participants and standardised methods are used to meet the requirements regarding representativity, reliability and validity.

Lots of factors influence the choice of an adequate method of data collection; e.g. the length of the questionnaire, the adressability of the sampled population or the need for visual stimulus material.

Basing on our expertise and regarding the demands and restrictions of the study design we determine the method of data collection best fitted to answer your research questions.

## Core Competence: Media Research

### Advertising Media Research

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- ▶ **media coverage studies**
- ▶ **user analysis**
- ▶ **market-media studies**



### Editorial Media Research

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- ▶ **pilot number test**
- ▶ **relaunch test**
- ▶ **cancelation analysis**
- ▶ **etc.**

### Advertising Research

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- ▶ **pre-, posttests**
- ▶ **advertising trackings**
- ▶ **folder tests**
- ▶ **advertisement copytests**
- ▶ **day-after recall**
- ▶ **etc.**

Make your advertising medium more attractive for media planner and increase your advertising receipts. By means of media coverage studies and audience structure analyses you verify probability of exposure and quality of exposure for your media.

Help your clients by means of advertising effectiveness analyses to optimize their advertising expenditures.

Optimize the editorial contents of your advertising medium regarding the needs of your users and improve the attractiveness of your medium towards new target groups.

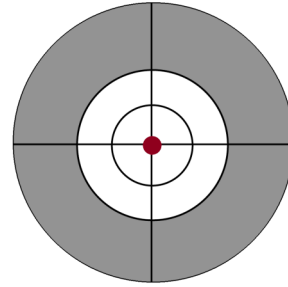
pharos supports your argumentation by means of ad-hoc studies, panel surveys and longitudinal studies.

## Focus on these Lines of Business

### Special Expertises

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- ▶ media research
- ▶ fast moving consumer goods
- ▶ pharmacy / otc
- ▶ financial services
- ▶ home electronics
- ▶ fashion and clothing
- ▶ homes and garden
- ▶ new media
- ▶ tourism and traffic



### Typical Issues

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- ▶ identification of market shares
- ▶ audience and target group structure analyses
- ▶ image analyses
- ▶ association research
- ▶ coverage analyses
- ▶ measurement of advertising effectiveness
- ▶ etc.

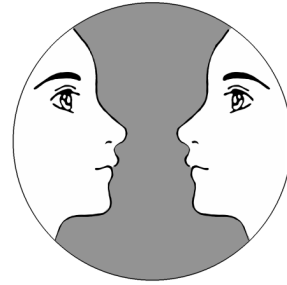
Beside media research we are also well known in market research for a whole string of branches, product groups and services. Some of them are listed here in short.

## Data Collection

### Face-to-Face-Surveys

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- ▶ **more than 500 interviewers**
- ▶ **nationwide and regional surveys**
- ▶ **in-home, point-of-purchase interviews and trade fair surveys**
- ▶ **consumer und business-to-business**
- ▶ **standard: 15% control of the return**



pharos has a staff of 500 interviewers throughout Germany. About 150 of them are experienced in surveys with companies, executives as well as other challenging target groups (e.g. dentists or pharmacists)

For each project there is a detailed written briefing. If necessary a personal briefing is done to ensure best quality.

All accomplished interviews are controlled regarding formal correctness (e.g. filter questions), completeness and plausibility.

At least 15% of the interviews are verified by or in writing by asking details of the study. The quotas will be checked as well. For the purpose of documenting the quality of our output each client receives a detailed report of the field work.

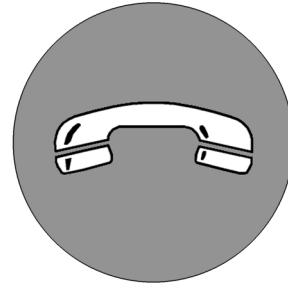
We pretest each questionnaire before field work commences.

## Data Collection

### Telephone Surveys & Recruitment

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- ▶ **definition of sample**
- ▶ **definition of sample size**
- ▶ **conception of questionnaire**
- ▶ **realisation by cooperation partners**
- ▶ **illustration of results**
- ▶ **management summary**



Telephone interviews are realised in cooperation with renowned partners we collaborate with for some years. Because of mutual contacts with these providers we can offer to you telephone surveys in proven quality to a very interesting price-level.

The briefing of the telephone interviewers in the specific requirements of the survey, the controlling whilst field-work as well as the data analysis are done directly by pharos.

You always have the opportunity to inform yourself directly in the telephone studio about the proceedings of the survey. And in the case you visit the studio of course you are invited to can listen live to the telephone calls being done.

## Data Collection

### Online Surveys

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- ▶ **definition of sample**
- ▶ **definition of sample size**
- ▶ **conception of questionnaire**
- ▶ **realisation by cooperation partners**
- ▶ **tables, charts and statistical analyses**
- ▶ **management summary**



pharos conducts online surveys in cooperation with a renowned institute. Because of mutual contacts with this provider we can offer to you online surveys in best quality to a very interesting price-level.

The conception of the survey, the statistical evaluation and the description of results are carried out by pharos.

Pre-quotas are possible for several sample characteristics; e.g. demographics, technical equipment of the household, use of media etc.

We offer complete transparency by means of a relative display of the progress of the survey.

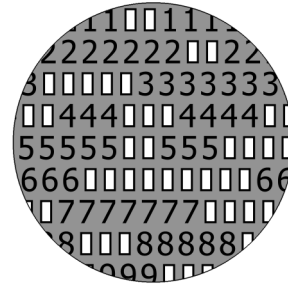
The data of the survey are delivered right after end of field-work. Only one day after that you'll receive the tables with the results of the survey.

## Data Recording

### Range of Services

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- ▶ **experienced data personal**
- ▶ **controls of plausibility whilst recording**
- ▶ **program based data checks**
- ▶ **data weighting**
- ▶ **delivery of clean data tapes**
- ▶ **creation of codeplans**
- ▶ **coding of verbatims**



The recording of the gathered survey data is done by experienced data personal. Due to the program based plausibility control, we guarantee high standard data quality.

After the recording the data is checked once again via a control program. We deliver the clean data tapes in different formats: Ascii, Column Binary, Quantum, Excel or as an SPSS data file.

In case of very high demands concerning quality of data recording the data is recorded two times and a comparison of the two data files is done.

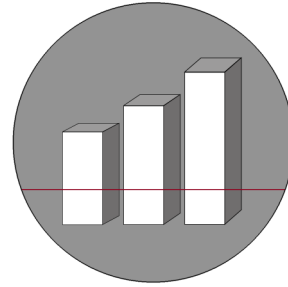
Beside data recording we also offer codeplans for open-end questions in your survey.

## Data Analysis

### Range of Services

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- ▶ **tables**
- ▶ **charts**
- ▶ **statistical analyses**
- ▶ **management summary**
- ▶ **presentation**



The results of the study is done in tabular form according to your specifications. We deliver the results as paper report, overhead transparency or in the needed data format: Powerpoint, PDF, Excel or SPSS.

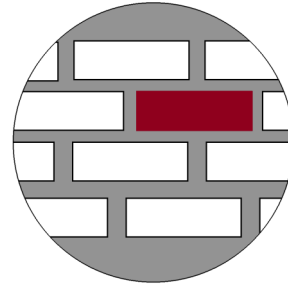
If desired the results of the analysis are transformed into charts, statistical analyses, interpretations and presentations.

## Modularity of offered Services

### **Our Services are discretely obtainable**

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- ▶ **recording of finished questionnaires**
- ▶ **adress recherche to complete your customer data**
- ▶ **construction of questionnaires to interview your customers or staff**
- ▶ **providing interviewers to conduct your survey**
- ▶ **definition of sampled population and sample selection**
- ▶ **analysis of already available data**



If you need our services only n part – we will be glad to help.

You intend to conduct a study on your own and only need advise on „How to?“

You want the results of a qualitative study become part of a proximate quantitative survey – contact us.

We'll support you in handling, analysis and weighting of data as well as questions concerning sampling, choice of field-institutes or in the conception of study designs.

## pharos taxi

### The calculable Alternative to Omnibus Surveys

**For studies consisting of only a few questions you would usually use the vehicle of a multi-client study to transport your questions to the respondent. By means of pharos taxi you can carry out this survey as an ad-hoc study.**



Our quotation will especially be of high interest to you if:

- ▶ You want your study to be exclusive and not placed between blocks of questions you have no influence on.
- ▶ You want to be free in determining the start of the field-work.
- ▶ You want to be sure that the interview length doesn't overtax the participant.
- ▶ You seek a high variability concerning sample size.
- ▶ You need to place your questions several times in an omnibus and hence need more time until you get the final results because:
  - ▶ Your specific target group is only a part of the omnibus sample.
  - ▶ You want to realise a disproportional sampling design.
  - ▶ You only want to interview in certain regions.

Quintessenz: pharos taxi offers the advantages of an ad-hoc survey to the costs of a multi-client survey.

If you like to get further informations about pharos taxi as well as prices per question please download our business presentation. You'll find the download-link on the bottom left of this site.

## pharos taxi

### **Services included in the Standard-Costs per Question:**

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- ▶ representative quota-sample
- ▶ quota characteristics:
  - ▶ state
  - ▶ town size
  - ▶ employment
  - ▶ gender
  - ▶ age
- ▶ starting date: uncommitted
- ▶ delivery of results:
  - ▶ set of tables with 13 free selectable banners
  - ▶ data file in ascii-format
  - ▶ results within 11 workdays after start of fieldwork

### **Extra-Services, possibly increasing Standard-Costs per Question:**

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- ▶ individual definition of target group
- ▶ individual definition of geographic area of survey
- ▶ delivery of results:
  - ▶ charts
  - ▶ statistical analyses

## pharos taxi

### Standard-Costs per Question:

For the target group: german speaking population, 14 years and older, living in private households.

	N = 500	N = 1000
question with up to 3 answer categories	Euro 500,--	Euro 625,--
question with up to 10 answer categories	Euro 600,--	Euro 750,--
question with up to 20 answer categories	Euro 650,--	Euro 800,--
half-open question (filtered)	Euro 700,--	Euro 850,--
half-open question (not filtered)	Euro 750,--	Euro 900,--
open-ended question (filtered)	Euro 800,--	Euro 950,--
open-ended question (not filtered)	Euro 850,--	Euro 999,--
scaled questions per statement	Euro 175,--	Euro 225,--
minimum turnover	Euro 5600,--	Euro 7900,--

Optional we make a bid for your survey based on the estimated interview length and not on the number of questions.

## pharos 1<sup>st</sup>-study

### To get to know pharos

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pharos 1<sup>st</sup>-study is intended for recurring studies that are carried out for a long time by the same institute. In this case existing benchmarks and the so called institute-handwritings complicate a change of institute. To check at low cost and minimal effort whether a change to pharos is possible (stability of results although the institute is changed) we offer this specific design.



### Step 1: The Institute-Pretest

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We'll explain the procedure using the example of an advertising copytest. Parallel to the copytest done by the current institute, pharos carries out a copytest with the same issue. The copytest done by pharos uses the same quota but is shortened to the most important elements. The designing of the copytest could be for example:

- ▶ **100 interviews with readers of the issue to be tested**
- ▶ **Shortened questionnaire (interview length 10 minutes)**
- ▶ **Content of the questionnaire:**
  - ▶ **Questions concerning contact-quality**
  - ▶ **Product interests**
  - ▶ **Questions for one product line**
  - ▶ **Copytest (maybe shortened number of tested ads)**
  - ▶ **Demography**

## pharos 1<sup>st</sup>-study

### After the Pretest

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If there'll be a first cooperation after the institute-pretest, this pretest will be free of charge. In case of no cooperation after the pretest the charges will be approximately 1.000 to 1.500 € for the client depending on the length of the pretest. pharos will cover the rest of costs.

### Step 2: The first Cooperation

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Because we consider the first cooperation as an extended pretest for final approval by the client we offer a 15% rebate.

### Step 3: The further Cooperation

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pharos 1<sup>st</sup>-study offers you the possibility to test a new partner to minimal charges and low cost in an empirical study.

To give you the chance to evaluate whether our bid is of economic interest to you we'll send you our 1<sup>st</sup>-study brochure at your request. This brochure contains the costs and services for a concrete bid.