

IMR

Institute for Marketing Research

www.imr-fieldservice.de

Successful focus groups or individual interviews require high quality recruitment, nice rooms and a good moderator. IMR offers you all of these ingredients. And should you want to contribute one or two of your own ingredients, we can offer you something that differentiates us from others: flexibility.

You have a study with an unusual approach? Contact us – we will find a solution for every challenge.



Premises

Both focus group rooms are 30 m² in size and thus offer ample space to not only conduct normal focus groups, but also workshops or gang surveys. The room is also designed to allow large devices to be demonstrated.

Our client room I offers space for approx. 20 audience members. The cinema seats offer you relaxation even on long group days. Interpreters have their own booth and can observe the focus group room via a window and monitor.

Our client room II is designed to comfortably accommodate 4-8 audience members (maximum 12 audience members). Here too the interpreter works from a separate booth, which, as on the other floor, is accessed through the client room.

Directly adjacent to client room I is a meeting room for up to 8 people (for meetings or telephone conferences). At the same time you can continue to observe what is going on in the focus group room via a monitor.

Our test cabins are closed units. Each cabin is equipped with video and audio recording equipment. The interviews can be observed from the focus group audience room via a monitor.

Contact

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Facilities

- Both focus group rooms with dome cameras (incl. zoom function), which can be controlled by the client from the audience room, in addition normal static cameras
- Simultaneous interpreting possible on both floors
- Video recording on DVD (including hard drive back-up), on request VHS videos
- Digital sound recording in MP3 format, delivery on CD, upon request on your or our FTP site no later than on the next day
- All test cabins with PCs with Internet access (DSL 16000) for CAPI and CAWI, video and sound recording, monitor observation as well as telephones and headsets
- Web streaming

Service

- Recruitment and implementation of focus groups, individual interviews (in person or by telephone), workshops, psychodramas, gang surveys, online focus groups, eye tracking, car clinics
- Mystery shopping and mystery calls
- Recruitment and implementation of studio tests, e.g. concept tests, taste tests, packaging tests, smell tests, etc., in-home interviews, mystery shopping, mystery calls
- Implementation of quantitative telephone interviews