



foerster&thelen
Teststudios

The Foerster&Thelen test studios are partners of the HGT Teststudios Germany, which is with 16 studios at 13 locations the largest German provider of studio tests. Throughout Germany, we create ideal conditions for insightful market research and valid results. Our Foerster&Thelen venues in Bochum, Hamburg, Hanover, Düsseldorf and Mannheim are all in prime locations and leave nothing to be desired in terms of technology and space.



Methods

Group discussions, workshops, individual interviews and experiments/ observations. UX sensory and instrumental tests, trade fair, in-home and POS surveys and field services.

Industries & markets

Consumer goods, automotive, retail, banking, insurance, capital goods, B2B, transport and mobility, telecommunications, media, software, election research and pharma/healthcare.

Our USP – Recruitment

The success of your studies stands and falls with the quality of the test persons. That is why it is a matter close to our hearts to carry out the recruitment 100% from our own resources. We recruit centrally for all 16 studios in the HGT Teststudios Germany network. Supported by an extensive, constantly updated database we fulfil your quota requirements for B2C, B2B or pharmaceutical studies cleanly, precisely and promptly.



Facilities

- Group discussion rooms: 30 m² to 65 m², partly with living room facilities; digital, swivelling zoom cameras
- Observation rooms: between 25 m² and 30 m² large, comfortably furnished, air-conditioned; each with a one-way mirror
- Individual test rooms: for carrying out studio tests; evenly lit, noiseless; equipped with shelves for shop simulation
- Kitchen studios: each with ceramic hobs and sufficiently large refrigeration and freezer capacities
- State-of-the-art technology: large flat screens, complete audio and video Equipment as well as cable and WiFi internet access in all rooms/ test rooms
- Extras and options: Simultaneous interpreting system, Apple TV, metaplaner, flipcharts, magnetic boards as required



Our Foerster&Thelen test studios



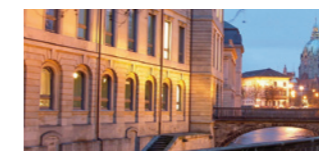
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The Foerster&Thelen test studios are member of the HGT Teststudios Deutschland

Here you can find more locations of the network:

Berlin **Essen** **Frankfurt**
Cologne **Leipzig** **Munich**
Nuremberg **Stuttgart**