



Berlin is not only continuing to assert itself as a bustling European metropolis, but also as a competitive business location. In our studio spread out over two floors in the Berlin City Centre nestled between the famous department store KaDeWe and the Memorial Church, you will encounter a stylish and friendly atmosphere with plenty of room for your individual requirements.

- Berlin
- Bochum
- Cologne
- Düsseldorf
- Essen
- Frankfurt
- Hamburg
- Hanover
- Leipzig
- Mannheim
- Munich
- Nuremberg
- Stuttgart



www.ms-teststudios.de
www.teststudios-deutschland.de



Largest Provider in Germany

The m-s Teststudio in Berlin is proud to be a partner of the HGT Teststudios Deutschland Network, the largest provider of test studio research in Germany, boasting 16 facilities across 13 locations. Every studio within the network is equipped to deliver everything you need for high-quality data collection.

Facilities

290 m² studio space with 10 individual test stations. Flexible group discussion room with one-way mirror, separate observation room / customer lounge. A modern and fully equipped test kitchen with several cookers and ovens as well as sufficient cooling and freezing capacity. Sensory laboratory with tasting booths.

Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Berlin location is outfitted with state-of-the-art technology. Facilities include high-speed Wi-Fi throughout, multimedia and internet-enabled PCs, interpreter systems, as well as HD video and audio streaming and recording capabilities.



Range of Services

In addition to our state-of-the-art facilities for all types of studio testing, we offer precise recruitment services and face-to-face interviews conducted outside the studio. For added convenience, you can also book optional services such as interpreters, moderation, catering, transcription, and translation.

Planning a qualitative project that needs to be conducted online or in a hybrid format? Whether nationwide across Germany or internationally beyond our 13 locations, we've got you covered. At m-s Teststudios, you'll find everything you need, all under one roof!

Methods

We offer a wide range of methodologies, including focus group discussions, workshops, one-on-one interviews, and experiments/observations. Our services also cover UX, sensory, and device-based testing, as well as surveys conducted at trade fairs, in-home settings, and points of sale. Additionally, we provide comprehensive field services.

Industries & Markets

Our expertise spans a variety of industries, including consumer goods, automotive, retail, banking, insurance, capital goods, B2B, transport and mobility, telecommunications, media, software, election research, and pharma/healthcare sectors.



Facilities

- 290 m² studio space
- 10 individual test stations
- 1 group discussion unit with observation room and customer lounge
- 1 fully equipped test kitchen with several cookers and ovens as well as sufficient cooling and freezing capacity
- 10 tasting booths
- Wi-Fi in all rooms
- Multimedia and internet-enabled PCs
- Interpreting system
- HD video or audio streaming and recording
- Multimedia and internet-enabled PCs
- Interpreter systems
- HD video and audio streaming and recording capabilities

Contact

m-s Teststudio Berlin

Herzog + Klein GmbH
 Tauentzienstraße 18a
 10789 Berlin
 Phone +49 (0)30/21 96 86-40
 e-mail: berlin@ms-teststudios.de
www.ms-teststudios.de
www.teststudios-deutschland.de

Frank Herzog

Phone +49 (0)911/20 88 67
 e-mail: nuernberg@ms-teststudios.de

Management



Frank Herzog

Studio management



Ursel Sussdorf

This studio is a member of HGT Teststudios Germany

Further locations of the HGT Teststudios Germany:

- | | |
|-------------------|------------------|
| Bochum | Cologne |
| Düsseldorf | Essen |
| Frankfurt | Hamburg |
| Hanover | Leipzig |
| Mannheim | Munich |
| Nuremberg | Stuttgart |