



The Hanseatic city has many faces. The harbour, the Speicherstadt warehouse district and St. Pauli are known for their many facets. With its excellent location in the centre of the pedestrian zone, our test studio reaches a wide range of test subjects from Hamburg and the surrounding area.

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



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



### 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

- 900 m<sup>2</sup> studio space
- 30 individual test stations
- 4 spacious group discussion units with one-way mirrors
- Comfortable customer rooms
- Test kitchen with 2 identical kitchen units
- 2,500 litres of refrigeration and freezing capacity each
- Sensory labs with tasting booths
- WLAN in all rooms, multimedia and internet-enabled PCs
- Interpreting system
- HD video or audio streaming and recording



### Largest Provider in Germany

The m-s Teststudio in Hamburg 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

900 m<sup>2</sup> studio space with 30 individual test stations. 4 spacious group discussion units with one-way mirrors. Comfortable customer rooms, terraced cinema for 12-15 people. Test kitchen with 2 identical kitchen units. 2 wall-mounted refrigerated shelves. A separate group discussion room outside the studio. Sensory labs with tasting booths.

### Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Hamburg 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.



### Contact

#### m-s Teststudio Hamburg

Herzog + Klein GmbH  
Mönckebergstraße 11  
20095 Hamburg  
Phone +49 (0)40/18 29 06 -50/-51  
e-mail: hamburg@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



Enrico Holzweißig



Tim Mönkehaus

This studio is a member of HGT Teststudios Germany

Further locations of the HGT Teststudios Germany:

<b>Berlin</b>	<b>Bochum</b>
<b>Cologne</b>	<b>Düsseldorf</b>
<b>Essen</b>	<b>Frankfurt</b>
<b>Hanover</b>	<b>Leipzig</b>
<b>Mannheim</b>	<b>Munich</b>
<b>Nuremberg</b>	<b>Stuttgart</b>