



Herzog + Glaser
TESTSTUDIOS

International/Pharma Germany
Whether international studio tests or national pharmaceutical studies – we manage your projects from Munich with expertise and precision. Experienced specialists, moderators, interpreters and recruiters ensure smooth execution and measurable success.

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



www.teststudios-deutschland.de



Herzog + Glaser – International

Herzog +Glaser reliably provides its international clients with the full range of services in classical ad-hoc market research. A wide range of methodological approaches, the modern technical standards of the 15 studios in Nuremberg, Stuttgart, Berlin, Bochum, Cologne, Düsseldorf, Essen, Frankfurt, Hamburg, Hanover, Leipzig, Mannheim and Munich, and the expertise of a highly motivated team guarantee our international clients the optimal execution of their projects.

Range of Services

At all HGT Teststudio Deutschland network locations, you can conduct all types of in-studio tests, individual explorations, group discussions, workshops, online interviews, as well as in-office interviews in the B2B, IT, finance and consumer goods sectors. We have a nationwide network of moderators, recruiters specialising in specific target groups, and professional interpreters.

Hundreds of studies conducted for clients from:

- USA
- United Kingdom
- France
- Switzerland
- Poland
- Spain
- Netherlands
- Italy
- Ireland

Experience

With many years of experience in managing and implementing international projects, we reliably provide our clients with all project-related services from a single source:

- Studio (incl. service, catering, FocusVision, Full HD web streaming)
- Recruitment
- Moderation
- Simultaneous interpreting
- Translation of materials from and into various foreign languages

Whether you are looking for business decision-makers, IT specialists, tourists, or coffee machine owners as discussion partners – with us, you can reach (almost) any target group in Germany.



Herzog + Glaser – Pharma

With our recently expanded pharmaceutical division, we offer our clients comprehensive services in the field of medical and pharmaceutical market research.

Thanks to many years of experience with around 100 projects conducted annually and approximately 20,000 nationwide contacts to medical professionals, such as:

- Oncologists
- General practitioners / family doctors
- Dentists
- Diabetologists
- Gastroenterologists
- Nurses / care staff
- Patients

we provide all types of individual explorations, group discussions, workshops, telephone interviews, online interviews and in-office interviews with doctors from almost every medical specialty.

Our services also include the recruitment of patients – whether for common indications such as diabetes or rarer diseases such as haemophilia or multiple sclerosis.



Services

Our philosophy is to offer our clients all project-related services from a single source:

- Studio (incl. service, catering, Full HD web streaming)
- Recruitment
- Moderators specialising in the pharmaceutical sector
- Simultaneous interpreters
- Medical specialist translations

No matter which HGT network studio you choose (Nuremberg, Stuttgart, Berlin, Bochum, Cologne, Düsseldorf, Essen, Frankfurt, Hamburg, Hanover, Leipzig, Mannheim or Munich), your pharmaceutical project is in good hands with us. We have a nationwide network of moderators, recruiters and interpreters specialising in the pharmaceutical field.



Facilities

- 15 test studios within the HGT Test Studios Germany network
- Approx. 6,900 m² of studio space
- Approx. 230 test stations
- 38 group discussion rooms
- 15 x Full HD web streaming
- 18 interpreting systems
- and much more



Contact

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Management



Frank Herzog

Project management



Project Manager International/
Pharma: Louis Danguillier

This studio is a member of
HGT Test Studios Germany

Additional HGT Test Studios
Germany locations:

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