MIS GROUP
MADE IN SURVEYS • MADE IN STUDIOS • ON-QUAL
Online Quant • Access Panels • Recruitment • Viewing Facilities • Online Qual
MIS Group in figures...

- Offices open 365 days/year
- Over 700 clients
- 2 proprietary viewing studios (UK and France)
- Over 15 years experience in market research fieldwork
- Over 1,300m² dedicated to research
- Over 1,000,000 panellists all over the world (160,000 in UK)
- 30 proprietary websites
- >800k completes provided in 2018
- MIS Group established 2001
- Lille 2006
- London 2009
- Paris 2011
- Lyon 2014
- Birmingham 2016
- 800k litres of coffee/day
- May 2001 - October 2014 - Februar 2018
Obviously our IT team:

Albert Lalau | Web Developer
Morgan Huard | Web Integrator

And also our recruitment & facility managers in France:

Charlotte Ryckelynck
Director of Qualitative Services FR

Alexia Duraffourg
Qualitative Project Manager

Tess Gorsen | Céline Trocmet
Site Managers in Lyon & Lille

Obviously our IT team:

Michaël Saulnier | Market Researcher
Laure Feron | Market Researcher
Marion Nöel | Research Executive

Without forgetting the rest of the team:

Tom Witter | Junior Project Manager
Alexandra Coleman | Field & Site Manager

Camille Dubois | Senior Project Manager

Nicolas Keller | Managing Partner & Founder
Romain Leray | Managing Director UK & Partner
Shelley Barber | Head of Quantitative Services

Laure Feron | Market Researcher
Marion Nöel | Research Executive

etc.
Before commissioning fieldwork it is essential to establish a strategy. We provide you with a range of marketing solutions adapted to your requirements. Furthermore, we guide you through the set-up of your tailor-made market research studies and provide personalised and adapted solutions, with the help of our wide skill set (website development, graphic design, communications...) in order to meet your demands or those of your clients.

Our web developers (based in France and the UK) are responsible for programming and uploading your questionnaire. We do not face the restrictive technical limitations of some of the software and tools used to script questionnaires online. Your questionnaire can appear exactly as you designed it.

**AREAS OF EXPERTISE**

Satisfaction surveys - Brand awareness surveys

Image research - Tests for:

- packaging
- logos
- posters
- radio/TV advertisements
- press advertisements
- websites

- mailshots
- home pages
- newsletters
- services
- concepts
- purchase intentions...

**WHAT MAKES US DIFFERENT**

Advice and solutions

Tailor-made process for going live

Cost reductions

Data confidentiality

Speedy set-up

Fast results

**QUANT CAPABILITIES**

- Geo-fencing
- Trade off’s / max diff / different routing options
- Device fencing and tracking
- Database administration
- Administration to our proprietary double opt-in panels
- Able to follow up / recruit Quant respondents for Qual projects
- Voxpop integration
- Facial recognition whilst watching a video
- Fully customisable surveys

**SOME OF OUR CLIENTS FOR HOSTING AND SCRIPTING**

[Logo images of clients]
Unbranded surveys
Collect objective data on a service or product. Include all types of questions, visuals, videos etc.

Examples

Unbranded surveys
Collect objective data on a service or product. Include all types of questions, visuals, videos etc.

Branded / Personalised surveys
Want the survey designed to your colors / branding? Our design team can make sure the survey reflects the branding / design you want!

Everything is possible, no software limitations
Whether you need us to replicate a shelving, need specific routing, or dedicated methodologies, everything is possible. Our unique Dev team, script your surveys from scratch and therefore have no software limitations to what they can do.

Example of surveys on mobile phone
We guarantee our recruitment strategy, the qualification and renewal of our panel on our own websites, and we ensure its quality (response rate, responsiveness, respecting deadlines...).

We can also conduct fieldwork and studies on your own access panels (client databases or prospect databases).

Made in Surveys owns more than 30 Panel websites

Panel qualified through 13 profiling questionnaires

- General
- Diet, Eating Habits
- Homeware
- Sports and Leisure
- Finances
- High-Tech
- Media
- Beauty, Fashion
- Internet
- Travel, Holidays
- Transport, Vehicles
- Work
- Spouse

PROPRIETARY ACCESS PANELS
in the UK and Internationally

Worldwide
1,000,000 panellists

UK
160,000 panellists

France
500,000 panellists

SOME OF OUR PANEL CLIENTS
On-Qual is an Online Qualitative platform for Market Research Professionals. The platform can be tailored to meet all your needs and can be fully personalised:

- **Online Focus Groups**
  All the respondents log on simultaneously to participate in a moderator-led discussion for a set period (1 to 3 hours). This allows you to have respondents who are widely spread geographically all taking part in the same focus group at the same time. Ideal for busy or hard-to-reach respondents.

- **Online Bulletin Boards**
  Respondents (10 to 20) log on at regular intervals over a period of several days for individual or group discussions led by the moderator (2 to 30 days). Ideal for observing the evolution of the respondents’ views over a period of time.

- **Online Communities**
  As many participants as you wish take part in discussions on several subjects over a longer time period. The moderator can initiate as many discussions as needed. Ideal for studying brand awareness for example.

The advantages of Online Qual

1. More in-depth responses,
2. Generate 4 times more data than a classic meeting or interview,
3. Spontaneity of responses, thanks to anonymity,
4. Simplified logistics,
5. A new tool that allows for new approaches.

For more information: www.on-qual.com
Facility Hire in the UK - Birmingham

We are very proud to introduce our State of the art research facilities in Birmingham! Whether it is for Individual interviews or for Focus Groups, our facilities will be able to answer all your needs.

With over 250 square meters bathed in natural sunlight, your Qualitative research needs are met with the finest technology! Our Client rooms are all equipped with one way mirrors, as well as video streaming and simultaneous translation services. Without forgetting catering, refreshments plus an array of other services.

Our Birmingham facilities are right next to all three train stations in Birmingham! Less than 5 minute walk even if you are a slow walker! Whether you come from London (1h20) or from Manchester (1h30), you’ll arrive a stone’s throw away.

And in France...

We also have viewing facilities in France: Paris, Lyon and Lille! All with the same experience and advantages!

Why choose us?

• A clear and simple process
• Video streaming / Focus Vision
• Instant translation equipment
• MP4 Recordings (USB Key)
• Tailored to your Research and needs
• Over 18 years’ experience in Market Research and 13 years managing facilities!
• Plus a lot more ...

For more information: www.madeinstudios.com
Made in Studios by MIS Group have, for the last 18 years, specialised in qualitative recruitment.

Thanks to our qualified access-panel of 160,000 respondents, we’re able to recruit all over the UK: London, Birmingham, Manchester, Leeds, Nottingham, Leicester, Stoke-on-Trent, Bristol, York, Edinburgh...

From your recruitment brief, we carry out an online pre-recruitment using our access-panel. We then refine the profiles by phone in order to recruit the required respondents.

WHAT MAKES US DIFFERENT

1. **Efficiency**: our methodology and our guarantee on quality have proven their effectiveness,

2. **Speed**: the key to a successful recruitment – deadline compliance,

3. **Quality**: outstanding respondents – interactive and non-professional,

4. **Follow-up**: daily updates and your input on the choice of respondents,

5. **Price**: a competitive price compared to other recruitment methods.

RECRUITMENT STEPS

1. **Reception**
   - We receive your recruitment brief and/or screener

2. **Selection**
   - We select the respondents on our panel via an online filtered questionnaire

3. **Double-check**
   - We systematically double-check all respondent profiles by phone

4. **Confirmation**
   - We confirm all respondents one last time by phone and email before the research

160,000 panellists spread across the whole of the United Kingdom

- A **single point of contact** for all your fieldwork in the UK
- A **quick pre-selection**
- A quality check of respondents quotas **by phone**
- **Daily updates**
A professional team that truly listens to clients needs.

Online Quant Services / Access Panels
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