

MADE IN STUDIOS

by **MIS** | GROUP



Viewing Facilities | Recruitment | Quali online



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WHO WE ARE

MIS Group is a highly expert, quantitative and qualitative market research fieldwork company with headquarters in the UK, France and Italy. It is the parent brand of Made in Surveys, Made in Studios and On-Qual.

Over 40 sites and multiple online communities – every question can be answered and be met in time with our professional hardworking team which ensures that the fieldwork for your research is provided with accuracy.



MADE IN STUDIOS

Made in Surveys provide full service/sample only solutions for all your online research needs. 1,500,000 triple opt-in panelists worldwide, at your disposal.

MADE IN SURVEYS

Made in Studios provide recruitment services, viewing facilities across UK, France and Italy and all the tools you need to conduct your qualitative research.

ON-QUAL

Online qualitative fieldwork platform and service that provides you with all the tools to manage your qualitative research from anywhere in the world.

MADE IN STUDIOS

VIEWING FACILITIES

We have multiple studios based in the UK, France and Italy and a range of services which you may choose upon your liking. Our Studios are perfect environment for those who are looking to conduct research.

RECRUITMENT

Focus groups, product-testing, face-to-face interviews, online diaries and bulletin boards, and more. Made in Studios cover all your qualitative recruitment needs in the UK, France and Italy through access to our proprietary panels of over 800,000.



VIEWING FACILITIES

Made in Studios comprises 11 studios in 5 cities across the UK and France. In addition to the rental of the facility, it is also possible to hire additional services. Our experts will provide all the tools you need for your qualitative research.

RENTAL COSTS INCLUDE:

- Meeting room hire and client's lounge with a one-way mirror
- Soft drinks and nibbles
- Audio and video recordings (MP3, MP4, USB)
- Signing in respondents, giving out incentives, etc.
- Office supplies (flip charts, writing materials)

OPTIONAL SERVICES:

- | | |
|----------------------------|------------------------|
| • Note taking | • Retail shelf |
| • Simultaneous translation | • Video projector |
| • Live streaming | • Camera with tripod |
| • Catering | • Laptop |
| • TV | • Additional equipment |

BIRMINGHAM (UK)

3 STUDIOS

Colmore

Newhall

Sarehole



3 minutes walk from
Birmingham Station



1h20 train from London

📞 BOOKINGS

+44 (0)121 679 0105
birmingham@misgroup.io

📍 LOCATE US

85-89 Colmore Row
B3 2BB Birmingham
6th Floor





Colmore Studio

Birmingham



Newhall Studio

Birmingham

HIRE PACKAGE

Package	Time	Price <small>Excl. VAT</small>
1/2 Day	9am-1pm or 1pm-6pm	£650
Full Day	9am-6pm	£1000
Evening	6pm-10:30pm	£750
Day + Evening	9am-10:30pm	£1,400
Afternoon + Evening	1pm-10:30pm	£1,150

Or rent a/the studio for £175/hour.

OPTIONAL SERVICE

Service	Price <small>Excl. VAT</small>
Catering for participants	£4-£20 /person
Catering for clients	£4-£20 /person
Digital note-taking	£50 /hour
Video streaming	£500 /day
Simultaneous interpreting equipment	£100 /day
Supplementary equipment	£50 /day



Sarehole Studio

No customer lounge/one-way mirror

Birmingham

HIRE PACKAGE

Package	Time	Price <small>Excl. VAT</small>
Full Day	9am-6pm	£300
Day + Evening	9am-10:30pm	£500

OPTIONAL SERVICE

Service	Price <small>Excl. VAT</small>
Catering for participants	£4-£20 /person
Catering for clients	£4-£20 /person
Digital note-taking	£50 /hour
Video streaming	£500 /day
Simultaneous interpreting equipment	£100 /day
Supplementary equipment	£50 /day

PARIS

3 STUDIOS

Madeleine

Garnier

Olympia



4 minutes walk from Saint Lazare train station



3 minutes walk from RER A and RER E

BOOKINGS

+33 (0)1 48 78 00 55
paris@misgroup.io

LOCATE US

37 rue de Caumartin
75009 Paris
3rd Floor





Madeleine Studio

Paris



Garnier Studio

Paris



Olympia Studio

Paris

HIRE PACKAGE

Package	Time	Price <small>Excl. VAT</small>
1/2 Day	9am-1pm or 1pm-6pm	350 €
Full Day	9am-6pm	550 €
Evening	6pm-10:30pm	400 €
Day + Evening	9am-10:30pm	840 €
Afternoon + Evening	1pm-10:30pm	740 €

OPTIONAL SERVICE

Service	Price <small>Excl. VAT</small>
Catering for participants	11 €-20 € /person
Catering for clients	27 € /person
Digital note-taking	55 € /hour
Video streaming	140 € /day
Simultaneous interpreting equipment	100 € /day
Supplementary equipment	50 € /day

LYON

2 STUDIOS

Hôtel Dieu
Bellecour



less than 1 minute walk
from Metro Bellecour



15 minutes metro
from Lyon Part Dieu station

 **BOOKINGS**

+33 (0)4 78 05 00 50
lyon@misgroup.io

 **LOCATE US**

83 rue de la République
69002 Lyon
5th Floor





Hôtel Dieu Studio

Lyon



Bellecour Studio

Lyon

HIRE PACKAGE

Package	Time	Price <small>Excl. VAT</small>
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Video streaming	140 € /day
Simultaneous interpreting equipment	100 € /day
Supplementary equipment	50 € /day

LILLE

3 STUDIOS

Beaux-Arts

Comtesse

Opéra



2 minutes walk from
Lille Flandres train



8 minutes walk from
Lille Europe train

 **BOOKINGS**

+33 (0)3 20 42 09 36
lille@misgroup.io

 **LOCATE US**

7 Bis rue des Augustins
59800 Lille
1st floor





Beaux-Arts Studio

Lille



Comtesse Studio

Lille



Opéra Studio

Lille

HIRE PACKAGE

Package	Time	Price <small>Excl. VAT</small>
1/2 Day	9am-1pm or 1pm-6pm	350 €
Full Day	9am-6pm	550 €
Evening	6pm-10:30pm	400 €
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RECRUITMENT

Looking to launch a qualitative project in the UK, France or Italy ?

We can recruit a vast array of respondent profiles thanks to our highly qualified panel of 800,000 participants across these three countries.

MRS x AQR accredited

The Recruiter Accreditation Scheme (RAS) has been developed by MRS and the Association for Qualitative Research (AQR) to raise the profile and status of recruiters, by devising a training and accreditation scheme that recognises the knowledge, skills and competence of professional recruiters.

OUR PROCESS

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 the respondents profiles via phone

4

Confirmation

We confirm all respondents one last time by phone and text before the research

...and daily follow up

PANELS

UK, France & Italy Panels

We have over 200,000 panellists in the United Kingdom , 500,000 in France and over 100,000 in Italy.

When registering to join our panel community we further qualify our panel members through extensive profiling questionnaires covering 300 data points, other than basic information..

13 Profile Questionnaires



General



Banking



Food



Sports



Homeware



Technology



Vehicles



Internet



Media



Work



Clothes



Travel



Spouse

Over 1,500,000

triple opt-in panellists
around the world

United Kingdom
200,000 panelists

France
500,000 panelists

Italy
100,000 panelists

Spain
100,000 panelists

Poland
25,000 panelists

Germany
100,000 panelists

Czech Republic
60,000 panelists

Romania
67,000 panelists

And 60 more countries around the world



USA
80,000



Canada
30,000



Brazil
60,000



Mexico
60,000



India
50,000



China
50,000

ON-QUAL

What is On-Qual?

It is an online qualitative fieldwork platform and service, designed for research agencies and in-house insight departments. You will be able to use bespoke or existing tools to manage your online research.



Accessible from everywhere



Smartphones and tablets compatible



Personalisation of the platform

METHODS



Online Focus Groups

Up to 12 participants connected to the platform simultaneously. Discussion with the moderator over a specified time (1-3 hours).



Bulletin Boards/Individual Diaries

Around 20 participants connected to the platform simultaneously. Discussion either individually or as a group, with the moderator (2-30 days).



Online Communities

Up to 100 participants regularly discuss one or more topics on a long-term basis (several months).

OUR CLIENTS



And more 560 partners...

CONTACT US

VIEWING FACILITIES/RECRUITMENT

BIRMINGHAM

+44 (0)121 679 0105
birmingham@misgroup.io

85-89 Colmore Row
B3 2BB Birmingham
6th floor

PARIS

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lyon@misgroup.io

83 rue de la République
69002 Lyon
5th floor

LILLE

+33 (0)3 20 42 09 36
lille@misgroup.io

7 Bis Rue des Augustins
59800 Lille
1st floor

ONLINE QUAL SERVICES/ON-QUAL

Izzy NURDIN

Country director UK
i.nurdin@misgroup.io
+ 44 (0)20 7687 1234

www.madeinstudios.com
www.misgroup.io