

The background of the entire slide is a collage of various business data visualizations. It includes line graphs, bar charts, pie charts, and scatter plots in various colors (blue, green, orange, red). There are also illustrations of hands interacting with tablets and smartphones, suggesting data analysis and digital technology. The overall theme is market research and data-driven decision making.

Online Qual

Recruitment

Viewing Facilities

Instant Insight

Access Panels

Online Quant

MIS | GROUP

*Over 18 years of experience
in Market Research Fieldwork*

MADE IN SURVEYS MADE IN STUDIOS

ON-QUAL



LILLE
2006



LONDON
2009



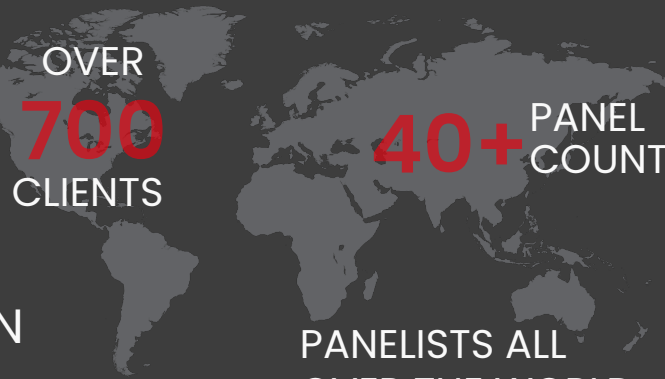
PARIS
2011

LYON
2014

BIRMINGHAM
2016



MILAN
2021



OVER
700
CLIENTS

40+ PANEL
COUNTRIES

PANELISTS ALL
OVER THE WORLD

1,500,000

30
PROPRIETARY
WEBSITES



5
LITRES OF
COFFEE/DAY

11
VIEWING STUDIOS
IN UK AND FRANCE



48
EMPLOYEES
AT YOUR SERVICE

2001
MIS GROUP
ESTABLISHED

4

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WHO WE ARE

MIS Group are experts in quantitative and qualitative market research fieldwork. The parent brand of Made in Surveys (Quant), Made in Studios (Qual) and On-Qual (platforms) with offices in the UK and France.

With over 1.5 million respondents across 40 markets, extensive profiling using 300+ data points, MIS's professional expert teams can deliver quality recruits for all your research needs.





MADE IN SURVEYS

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 STUDIOS

Made in Studios provide recruitment services & viewing facilities across the UK and France, with 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.

GROUP

THE T

THE UK TEAM



Romain Leray

Managing Director UK



Kalpesh Patel

Client Development Manager



Alexandra Coleman

Field & Site Manager

etc.



Arnaud Clement

Project Manager



Tom Witter

Project Manager

TEAM



**OUR
FOUNDER**

Nicolas Keller

Managing Partner
& Founder

THE FRENCH TEAM

Khadr Hamza

Céline Trocmet

Anne-Laure De Braeckelaer

Etc.

THE IT TEAM

Albert Lalau

Morgan Huard

Mohamed Boubaker

Etc.

OUR VALUES

1

INNOVATION

Stimulate innovation through incremental change and big ideas.

2

COMPASSION

Nurture relationships with compassion and trust.

3

ENJOYMENT

Find the enjoyment and reward in our achievement.

4

EXCELLENCE

Push the boundaries of expectations and deliver excellence at every step.

5

ENERGY

Commit wholly to our work, approaching our functions with inspirational energy.

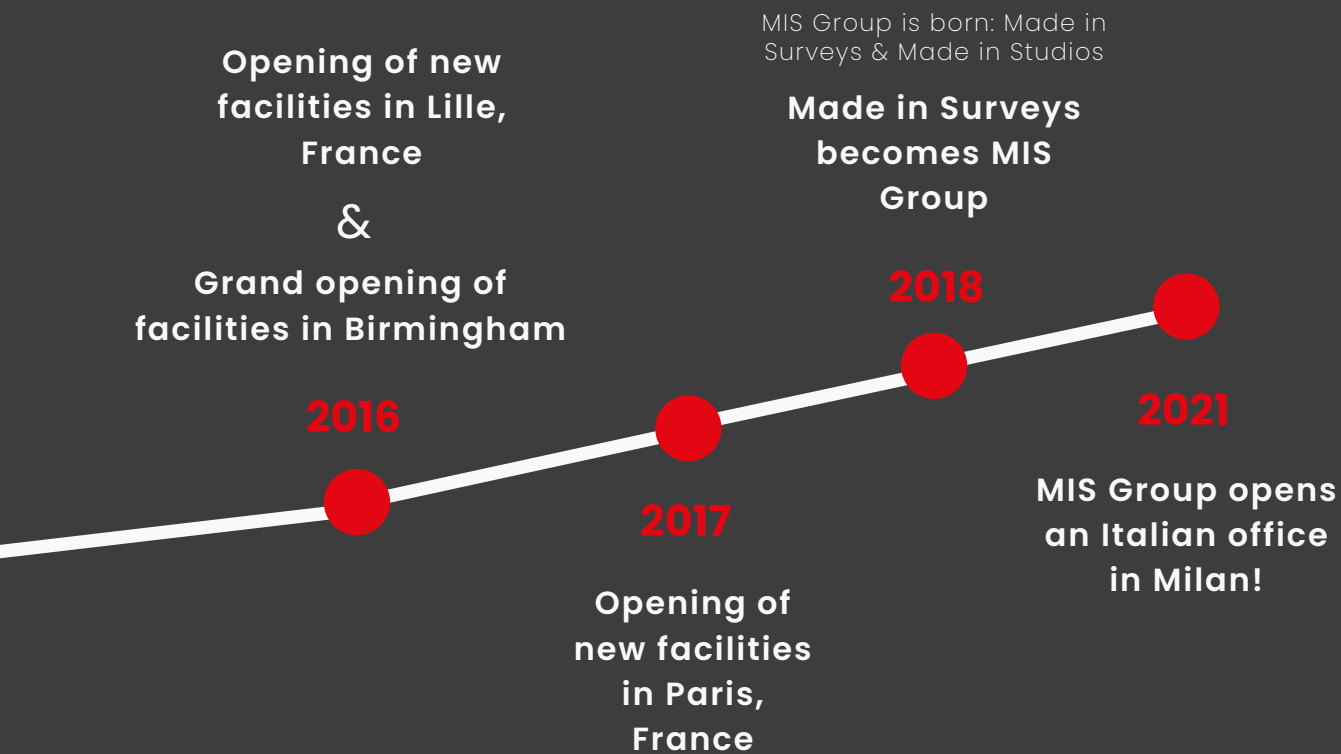
6

LEARNING

Support professional development through the pursuit of knowledge and wisdom.

HISTORY





ONLINE QUANT

In a rapidly-changing business landscape, it is now essential to establish a well-informed strategy before taking action on the ground.

At Made In Surveys, our expert team provides a range of online research solutions tailored to your unique needs.

You will receive dedicated support in setting up bespoke research studies while we work to develop the most suitable, personalised solutions for you.

Our full range of expertise will be at your fingertips, including web development, graphic design and communications, all in order to meet yours and your clients' needs.



Expert ac
and sup

MADE IN SURVEYS



Bespoke online
solutions



Flexible pricing
solutions



Quick turnaround
for results



Secure data
protection

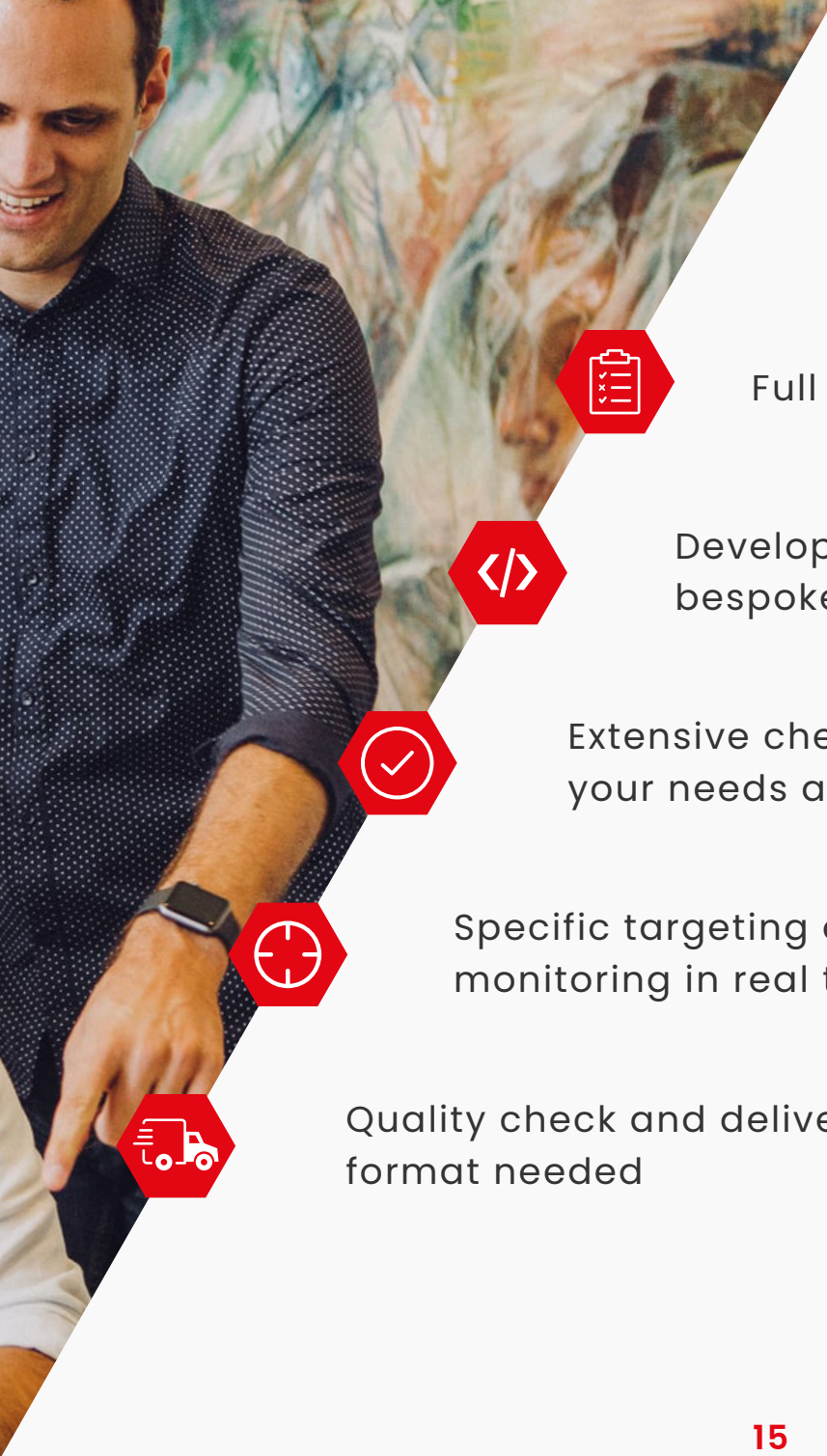
FULL SERVICE PROJECTS

Your quantitative fieldwork from A to Z

Since 2001, Made In Surveys has been the go-to fieldwork and consulting firm for online quantitative research.

We ensure the smooth-running and excellent quality of online research through expert advice, extensive and flexible methodology, bespoke online solutions from our web developers, and ongoing support and recommendations post-study.





Full expert review of your survey



Developers programme your
bespoke research



Extensive checks and tests to ensure
your needs are met



Specific targeting of panel and personalised
monitoring in real time



Quality check and delivery of data in any
format needed

MADE IN SURVEYS

WHAT WE OFFER:

1

UNBRANDED SURVEYS

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

MADE IN STUDIOS
By MMS user

Q5 You said you have organised research in a Viewing Facility in Frankfurt. Please let us know if you rented one or more of the rooms below and if so, whether you visited it personally.
(1 answer per line)

	I did not rent this room	I rented this room BUT I did not visit it personally	I rented this room AND I visited it personally
Inight Europe studios	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Institute for Marketing Research	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Intra Team	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Objective Consumer Research & Consulting	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Quintopoint	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Test Studios Deutschland	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Viewpoint Europe	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Another room, please specify:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Next

2

BRANDED SURVEYS

Want the survey designed to your colours/branding? Our design team will make sure the survey reflects your need.

CN
CARTOON NETWORK

Hi,

We are currently looking to see how often children watch cartoons at home.

We will need your child's opinion for this survey. It is absolutely mandatory that your child uses the mouse and keyboard themselves.

Please feel free to supervise but we ask that you do not influence their answers. If your child 'Michael' isn't available, you can come back to this later when he is available.

You have until **6th May 2017** to do this.

If **Michael** is not available, please do not take this survey yourself.

This survey will last approx. 10 mins

Thank you for letting your child participate in this survey

Michael is present

Access to the survey

[Click here](#)

Michael is not present at the moment

[Click here](#)

Michael cannot answer the survey

[Click here](#)

3

NO SOFTWARE LIMITATIONS

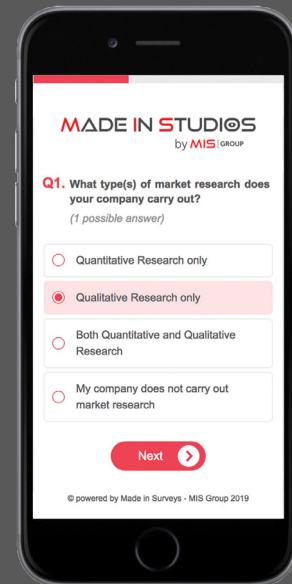
Our unique team of developers will script your surveys from scratch with no software limitations.



4

MOBILE VERSION

With the increasing use of smartphones rather than laptops, offering a mobile version will expand your reach.



INSTANT INSIGHT

Your results in 24/48 h

At Made in Surveys, we always have an ear to the ground for our clients' needs.

After careful research and meetings with key players in the Insight Industry, our team realised there was a gap in the market for quick and reliable access to consumers/professionals.

Thus Instant Insight was born: unprecedented fast access to research participants, exclusively for insight professionals.



What is included:



Up to 10 bespoke questions
(including visuals and audiovisuals)



Sent to our triple-opt in, proprietary
panel in the UK or France



Full report with cross/simple tabulations



48^H

Raw data within 24 – 48 hours

£750

1,000 Nat Rep Respondents in the UK 18+

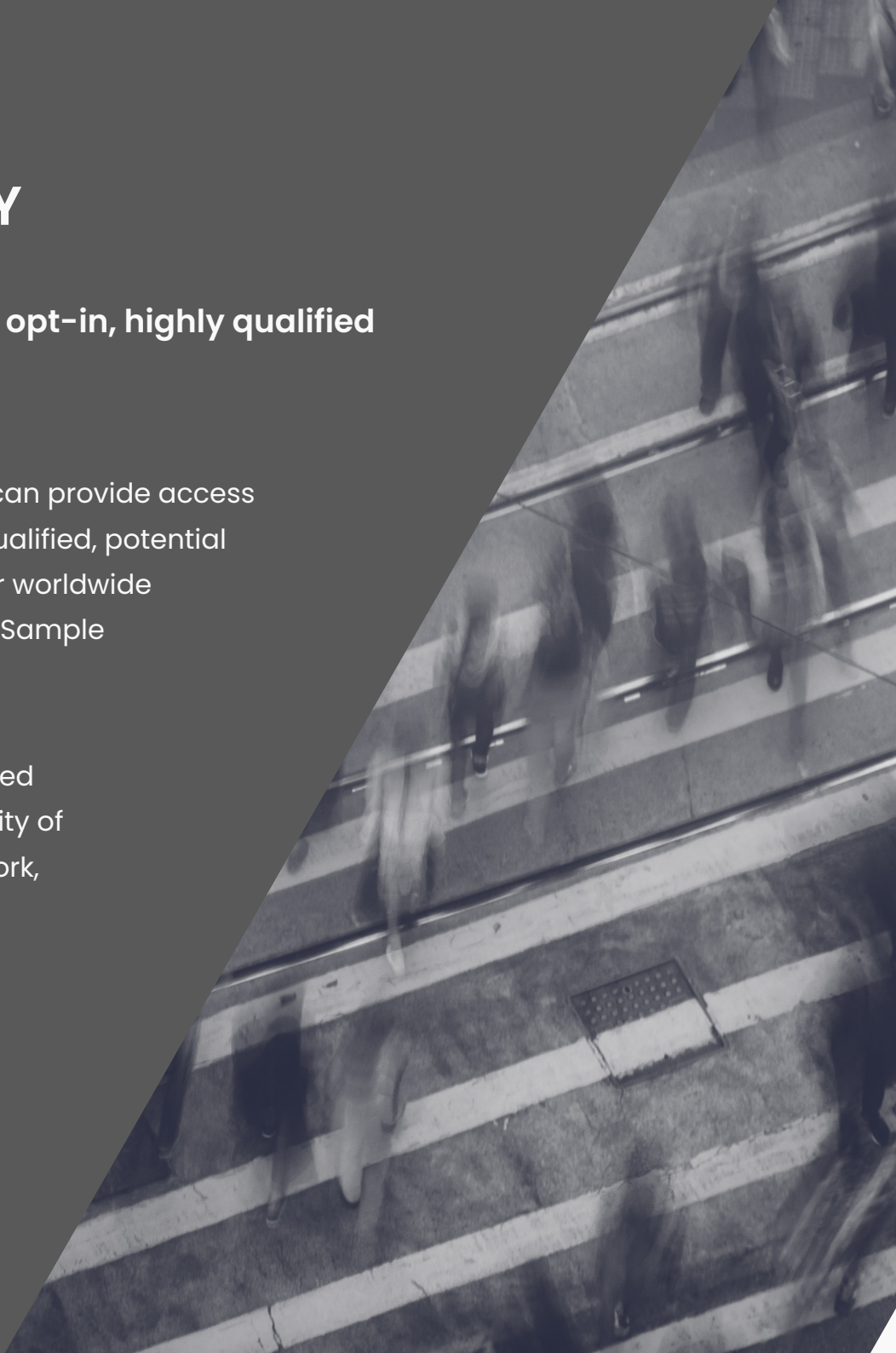
Sampling options can be adjusted to your needs.

SAMPLE ONLY

Over 1,500,000 triple opt-in, highly qualified panelists available

At Made in Surveys, we can provide access to over 1,500,000 fully-qualified, potential participants through our worldwide proprietary panels for a Sample Only solution.

Our panelists are recruited with a focus on the quality of your quantitative fieldwork, and our in-house web development team creates complete flexibility for the technical aspects of your research.



What is included:



Full check of your online survey



Specific panel targeting



Real time reporting to check progress



Weekend support

MADE IN SURVEYS

Our sample solutions:



Pre-targeted devices (smartphones, tablets, etc.)



Recall or product testing research



App and plug-in downloads



Surveys with or without a custom-made screener



Surveys through global panels



Mystery shopping research



NatRep targeting



Accurate pre-targeting: over 300 data points



Surveys for hard-to-reach demographics, such as children or pregnant women

ACCESS PANELS

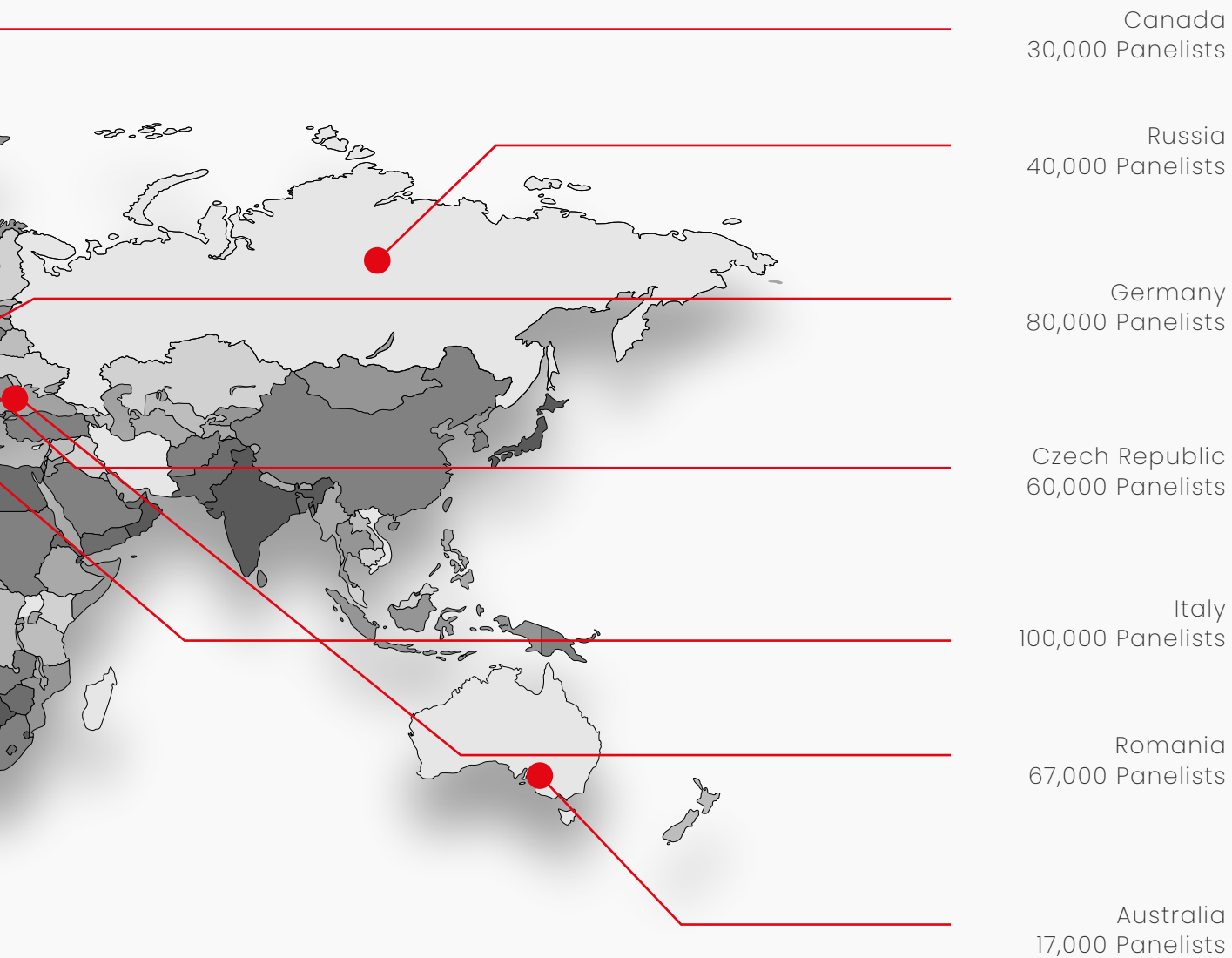
United Kingdom
200,000 Panelists

France
500,000 Panelists

USA
80,000 Panelists

Brazil
60,000 Panelists





QUAL SOLUTIONS

Viewing facilities



Our stunning facilities boast top of the range technology in each of our studios across France and in the UK. MIS offer a wide range of additional services to further support your focus groups/F2F interviews/product testings and more.

Recruitment



MIS can support all your qualitative recruitment needs in the UK and France through access to our proprietary panels of over 700,000 highly-targeted respondents from both markets.

MADE IN STUDIOS





High quality
participants



Competitive and
flexible rates



Expert advice
and support

VIEWING FACILITIES

**Focus groups, face to face interviews,
product testing, and more**

Made in Studios comprises 11 studios across UK and France (Birmingham, Paris, Lille and Lyon), equipped with the finest technology.

Also, your MIS team member will take care of everything, from organising the caterer and preparing the space, to welcoming the participants and ensuring that your every need is met.

Newhall Room, Birmingham





One-way mirror



Video streaming



Catering (on request)



Simultaneous translation services



MP3 and MP4 recordings included

MADE IN STUDIOS

A large, modern meeting room with a long black table, grey chairs, and a pink wall. The room is set up for a meeting with glasses, pens, and notepaper on the table. A large black screen is mounted on the wall.

Colmore Room


A collage of three images showing different rooms in UK Studios Birmingham. The top image shows the Colmore Room, a large meeting room with a long black table and grey chairs. The bottom left image shows the Sarehole Room, a lounge area with grey armchairs and a white coffee table. The bottom right image shows the Newhall Room, a meeting room with a long black table and blue chairs. A central dark grey box contains the text "UK STUDIOS Birmingham".

UK STUDIOS

Birmingham

A lounge area with grey armchairs and a white coffee table. The room is set up for a meeting with glasses, pens, and notepaper on the table.

Sarehole Room

A meeting room with a long black table and blue chairs. The room is set up for a meeting with glasses, pens, and notepaper on the table.

Newhall Room

A bright, modern meeting room with a long white table and yellow and grey chairs. The table is set with water bottles, cups, and a white pitcher. A wooden shelving unit is visible in the background.


Garnier Room, Paris

A meeting room with a long wooden table and yellow and teal chairs. The table is set with water bottles, cups, and a white pitcher. A television is mounted on a stand in the background.

Opera Room, Lille

FRANCE STUDIOS

Lille
Lyon
Paris

A meeting room with a long dark wooden table and black chairs. The table is set with water bottles, cups, and a white pitcher. A vase of red flowers is on the table. A red wall is visible in the background.

Hotel-Dieu, Lyon

RECRUITMENT

Tailor made recruitment

Focus groups, product-testing, F2F interviews, online diaries, bulletin boards and more.

Based on your recruitment brief, we conduct a first stage of online recruitment through our access panels. We then contact panellists by telephone to target the profiles you are looking for. You can become involved at any stage in this process and have the option of following our progress daily.





Nationwide recruitment in the UK and FR from our proprietary panels



Recruitment launch within 24 h



Option of daily reporting and personal quality-control of participants



Exceptionally engaged and active respondents



Competitive and flexible rates to suit your budget

MADE IN STUDIOS

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.

Our Online Qual Solutions

On-Qual provides you with all the necessary tools to conduct your research online. Whether it is focus groups, bulletin boards or online communities, this online tool will allow you to manage your qualitative research from anywhere in the world without any geographic limitations.





Accessible from
everywhere



Smartphones and
tablets compatible



Personalisation of
the platform

FEATURES

- 1 Import your moderation guide
- 2 Personalised URL and logo
- 3 Customise your exports
- 4 Quantitative questions
- 5 Schedule your topic





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

OUR QUANTITATIVE CLIENTS

Deloitte.

 **TOTAL**



statista 

 **OLIVER WYMAN**



join the dots



InSites Consulting



Volkswagen



OUR QUALITATIVE CLIENTS



BETVICTOR



KANTAR



aba
RESEARCH

d discuss.io

OUR ON-QUAL CLIENTS



Symetris[®]
Etudes marketing

quadrangle

CONTACT US

Contact us for more information or a quote, our professional team will listen to your needs and provide a bespoke solution.

London Office

United House – North Road
N7 9DP, London

Birmingham facilities

85-89 Colmore Row
B3 2BB, Birmingham

www.misgroup.io





ONLINE QUANT SERVICES/ACCESS PANEL

Romain Leray - Managing Director UK
London
+44 (0)20 7687 1234
r.leray@misgroup.io

ONLINE QUAL SERVICES/ON-QUAL

Romain Leray - Managing Director UK
London
+44 (0)20 7687 1234
r.leray@misgroup.io

VIEWING FACILITIES/RECRUITMENT

Alexandra Coleman - Field and Site Manager
Birmingham
+44 (0)121 679 0105
birmingham@misgroup.io



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