



LILJEBERG

Research International



LILJEBERG
Research International GmbH

ENGLISH



The Company

LILJEBERG Research International is a full service institute in the field of market and opinion research based in Berlin with an office in Antalya/Turkey. The institute covers both methodically and with regard to content a wide range of market research beginning with the conceptual design over the development of questionnaires, fieldwork, statistical evaluation, multivariate data analysis to reporting and the presentation of results.

With the help of our services you are able to conduct computer assisted telephone interviews CATI in Germany from our facilities in Turkey at low costs and ensuring legal compliance. Here we can offer you either a one-stop analysis or take over the pure implementation of the field work for you.

Additional to our activities in Germany we offer you premium market research in Turkey and throughout the world.

Our institute is a member of

- Berufsverband Deutscher Markt- und Sozialforscher BVM e.V.,
- the European Society for Opinion and Marketing Research (ESOMAR) and
- Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute (ADM e.V.) via Info GmbH.



Further members of the corporate association are:



Berlin, founded in 1989



Berlin, founded in 1974



Ltd. Şti., Antalya,
founded in 2007

Although the expertise and technological and personnel resources of the whole company are always available, each company acts independently on the market. Thus, at the same time, independency to a big extent can be combined with the usage of synergy effects – a concept that is highly profitable for our customers.

We guarantee with our service to provide a contact person for the customer throughout the duration of the project as well as intensive advice on research methods and remedial actions.

Our Service

Branches and markets

- advertising research
- trade research
- consumer goods market research
- media research
- telecommunication
- transport and tourism research
- capital and insurance market research
- customer satisfaction research
- business-to-business research
- staff survey
- real estate market research
- town and region research
- psephology
- policy research
- social research
- empirical legal research

Examples of our institute's business activities

- pre-/post-advertising impact evaluation
- Customer Commitment System (CCS)
- purchase, consumption or usage habits and their development
- copy tests
- product, name and concept tests
- customer demographics analyses, customer segmentation, target group analyses
- customer/buyer typology
- traffic survey, traffic census, flow of traffic analyses
- pattern of expenditure and market share analyses
- customer and sales forecasts
- image analyses
- location analyses
- characteristics of public media use
- placard tests, advertisement test
- psephology, political opinion research
- empirical legal research: drafting expertise suitable for court (e.g. for competition and trade mark disputes)
- website evaluation

We are happy to present the results on our premises or personally in your office, in Germany, Turkey or anywhere else. We provide the reports on by request in German, English and/or Turkish languages.

Research Methods

Our range of methodical services includes

- representative quantitative surveys (regional, national, global)
- computer assisted telephone interviews - CATI (150 modern computer workstations in Berlin and Antalya)
- face-to-face/computer assisted personal interviews - CAPI (max. 80 workstations)
- face-to-face/paper & pencil
- printed surveys through the post
- online surveys
- combined written interviews/CATI
- combined online interviews/CATI
- regular representative surveys covering more than one subject («RegionalBus Berlin«, »PhoneBus D«, »PhoneBus Ruhr district«, »PhoneBus Saxony«, »PhoneBus Berlin«, »PhoneBus Turkey«, etc.)
- POS-surveys (paper & pencil, CAPI)
- studio tests
- qualitative research methods (single exploration, group discussion, Focus Groups)
- various multivariate statistical analysis methods
- standardized research techniques (advertising research, customer loyalty, customer satisfaction)
- test bargains/ mystery shopping
- traffic census

Our institute has modern studios, available in both Berlin and Antalya, that are equipped with one-way mirrors and recording technology for individual interviews, group discussions and studio tests.



Office Antalya

Call Centers

Our institute has available two modern call centers in Berlin and Antalya (Turkey).

In Berlin we have at present more than 600 trained telephone interviewers at our disposal. Among them are native speakers of all common European languages. We are equipped with 100 interconnected CATI stations working with 8 primary multiplex lines and 2 central telephone systems.

In Antalya we employ, in addition to a group of well trained Turkish speaking interviewers, about 100 German native speakers. We hold there 50 state-of-the-art CATI workstations that were equipped with the newest state-of-the-art technology in 2008.

For interviews we use at both locations a professional web-based CATI programme (key-ingress), which is also applicable for online and computer assisted personal interviews (CAPI). The data is permanently available on a server based in Germany.

The institut is a member of AG ADM-Telefonstichproben. For random sampling in Germany the ADM Master sample is used, which exclusively contains telephone numbers randomly selected according to the Gabler/Häder method. Also for surveys in Turkey we use a pool of telephone numbers generated according to the Gabler/Häder method.



Quality Management

The work of our institute follows the »Standards zur Qualitätssicherung in der Markt- und Sozialforschung« (standards of quality assurance in social and market research) and already sticks to the rules of the just recently published standard DIN ISO 20252 »Markt- und Sozialforschungsdienstleistungen« (social and market research services).

We attach special importance to the following issues:

Basic quality management

In our institute we established a quality management system. We use this system to analyze the research process of each project in order to detect existing weaknesses and to avoid them in future.

On a regular basis the quality system is subject to internal examination to prove its full functionality. Causes of possible problems or inconsistencies are analyzed and immediately eliminated to prevent further damage.

The research process is under continuous monitoring and control to prove that the performance standards agreed upon are being carried through. The most important features of the research process include drawing of a sample, development of a questionnaire, data survey and processing, analysis and reporting.

All confidential or sensitive material, documents, products and data bases provided by the client are kept strictly confidential and are only accessible to the persons involved in the project.

Selection and training of interviewers

The interviewers are selected and trained for their cooperation with us in a multilevel screening process. An initial aptitude test is given to candidates at the application stage. Via a first telephone conversation our experienced staff gets a general idea of the communication skills of the applicants. Only applicants who meet the basic requirements are interviewed personally and get further training.

After a first training session of several hours when the applicants are acquainted with the basic aims, methods and principles of social and market research and the requirements of data protection, an introduction into computer technology and questioning techniques follows.

Subsequently, the applicants are faced with several test interviews under supervision of our staff, who give them help and advice throughout the time. Only those applicants, who prove their aptitude in direct contact with respondents and achieve a high level of sample coverage in interviews are finally accepted in our team.

Before starting a project all interviewers again receive intensive training and advice on the specifications of the new project.

On average 10 to 15 percent of the interviewers are monitored, mainly by direct control. With those who are not able to meet the required quality standards, despite additional training, collaboration is not continued.

Validation and protection of collected data

The collected data is continuously checked for completeness, plausibility and consistency. If necessary missing data is resurveyed and wrong data is excluded from the stored portfolio.

Reviewing data also comprises the regular check for completeness and compliance with the sample parameters, the check for plausibility of the answers and a comparison of the answers with standard data or among different field interviewers. Some of these checks are carried out manually, but most are computer-based.

By the way we store our data we ensure that it is neither getting lost nor being changed and that confidentiality is maintained. All project records stored electronically are secured by at least one data copy not stored on the institute's premises.

All steps of data processing are kept continuously and several backups are stored (RAID technology, various backup systems). All data is maintained in original. Thus every step of data processing and cleaning can be reconstructed in detail and all changes made to the original data are recorded.

Additionally, all data cleaning defaults as well as the weighing methods and programs used are documented and stored. Working with data files we ensure that there are no double entries, that we always use the newest version and that we are always able to compare them with the original data. All files of data processing are unmistakably labeled and thus can be easily allocated to the working steps concerned.

As far as statistic interpretation is concerned we present a ***weighted and non weighted basis separately***. By scrutinizing all data processing and interpretation steps again retrospectively we guarantee that data do not get lost or distorted.



References

Consumer Goods - Food & Non-Food

Alliance Fromagère • AlnaturA GmbH • Bacardi GmbH • BAHLESEN KG • BALLY WULFF Automaten Bau GmbH • Bloemenveiling Aalsmeer • Clarks Shoes • Coca Cola • Diplomat Schreibgeräte GmbH • Eberswalder Fleisch- und Wurstwaren • EFFEM GmbH • Freiburger Lebensmittel GmbH & Co. KG • Henkel KGaA • Herlitz AG • Intersnack Vertriebs GmbH • Irische Fleischzentrale • KAO Corp. • Kodak AG • Kraft Jacobs Suchard • Masterfoods Research GmbH • Melitta • Mühle-Glashütte GmbH • Neumarkter Lammsbräu • Procter & Gamble • Reemtsma GmbH & Co. • Sagaflor/Zoo & Co. • Schultheiss-Brauerei Berlin • Schwartauer Werke GmbH & Co. KGaA • Schwedischer Außenwirtschaftsrat • W.L.Gore & Associates GmbH

Trade

B5 Designer Outlet Center • C&A • Essen Shopping Center B.V. • Event Park GmbH & Co. KG • Forum Steglitz KG • FPDSavills • Galeries Lafayette • INNOVA Marketing GmbH • MARAX Immobilienmanagement GmbH • Media Markt und SATURN Verwaltungs GmbH • MediMax Zentrale Electronic GmbH • MITROPA AG • Otto Reichelt AG • Peek & Cloppenburg KG

IT, Telecommunications

BerliKomm Telekommunikationsgesellschaft mbH • Deutsche Telekom AG • E-Plus • e*message Deutschland GmbH • Kabel Deutschland GmbH • Microsoft • Motorola • Nokia • o2 (Germany) GmbH & Co. OHG • SNT Deutschland AG • T-Com • T-Systems • T-Mobile • The Phone House Telecom GmbH • Vodafone D2 GmbH

Power Industry, Supply and Waste Disposal

Berliner Wasserbetriebe, Berlinwasser Holding • Vattenfall Europe Berlin AG & Co. KG • BSR Berliner Stadtreinigungsbetriebe • DEW Dortmunder Energie und Wasser GmbH • DASS Die andere Systementsorgungsgesellschaft mbH • DENA Deutsche Energie-Agentur GmbH • envia Mitteldeutsche Energie AG • GASAG Berlin • MITGAS Mitteldeutsche Gasversorgung GmbH • NaturEnergie AG • Stadtwerke Augsburg • Stadtwerke Döbeln • Stadtwerke Merseburg • Technische Werke Naumburg • Viterra Energy Services GmbH & Co. KG / ISTA Deutschland GmbH • Vattenfall Europe Mining & Generation

Media

Axel Springer AG • BB Radio Landeswelle Brandenburg GmbH • Berliner Kurier • Berliner Rundfunk 91,4 • Berliner Morgenpost • Berliner Wochenblatt Verlag GmbH • Berliner Verlag GmbH • Berliner Zeitung • BURDA Medien • B.Z. Berlin • Die Welt • Frankfurter Allgemeine Sonntagszeitung • G+J BerlinOnline GmbH • Joint Communications Corp. • NORDKURIER Kurierverlags GmbH • Rundfunk Berlin Brandenburg (RBB) • The Brand Support Company • TIP Verlag GmbH • Ullstein-Verlag GmbH & Co. KG • Ullstein Anzeigen Marketing GmbH • Verlag Der Tagesspiegel • Verlag Gruner & Jahr • WAZ/Radio en • Welt am Sonntag • ZMG Zeitungs Marketing GmbH & Co. • Zenithmedia GmbH

References

Transport, Traffic, Tourism

Airport Moskau-Sheremetyevo • Airport Moskau-Dodedovo • ALDIANA GmbH • AM-CON GmbH • Berliner Verkehrsbetriebe (BVG) • CONDOR Flugdienst GmbH • DER TOUR GmbH • Deutsche Bahn AG • Deutsche Lufthansa AG • DST Deutsche Systemtechnik GmbH • Dortmunder Stadtwerke DSW • EasyJet • FISCHER-Reisen GmbH • Fremdenverkehrszentrale Zypern • Internationale Eisenbahnunion (UIC) • Leipziger Verkehrsbetriebe • (LVB) Lufthansa //ecommerce GmbH • MEYER'S Weltreisen • Neckermann Reisen • NUR Touristic GmbH • S-Bahn Berlin GmbH • Senat von Berlin • Transair • VRR Verkehrsverbund Rhein-Ruhr GmbH

Automotive

Bundesanstalt für Straßenwesen (BASt) • CONTINENTAL AG • Total Deutschland GmbH

Advertisement, Communication, PR

ABC Agentur für Kommunikation GmbH • ALL SENSES Eventmarketing GmbH • B&B Werbeagentur von Blücher & Böttcher GmbH & Co. KG • Böning & Haube Werbeagentur GmbH • Com X • Die Zielgruppe Media GmbH • El Cartel Media GmbH & Co. KG • familie redlich Agentur für Marken und Kommunikation GmbH • Fischer Appelt Kommunikation GmbH • Flaskamp GmbH • Goldmedia GmbH • Hill & Knowlton • LINTAS Deutschland • McKinsey & Company • Ogilvy & Mather Werbeagentur • Publicis Werbeagentur • Sahler Werbung GmbH & Co. KG • Scholz und Friends AG • Starcompany • tfactory Trendagentur • TRIK Produktionsmanagement GmbH • VVR Decaux GmbH • WALL AG • Wundermann GmbH & Co. KG • Zühlke Scholz & Partner Werbeagentur GmbH

Housing and Real Estate Industry, Urban Development

ART+COM AG • ARWOBAU Apartment- und Wohnungsbaugesellschaft mbH • Anschutz Entertainment Group • Basica Forschungsinstitut • BulwienGesa AG • Columbia Venues GmbH • DSSW Deutsches Seminar für Städtebau und Wirtschaft • Event Park GmbH & Co. KG • GESOBAU Gesellschaft für sozialen Wohnungsbau gemeinnützige AG, Berlin • GEWOBA Gemeinnützige Wohn- und Baugesellschaft Potsdam mbH • GEWOBAG Gemeinnützige Wohnungsbau AG • Gruppe Nord Wohnungsunternehmen GmbH • Hallesche Wohnungsbaugesellschaft mbH • HOWOGE Wohnungsbaugesellschaft mbH • Jüdisches Museum Berlin • LEG NRW GmbH • N.I.T. Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH • PREMIER Deutschland GmbH • Sony Entertainment Berlin GmbH • Stadt und Land Wohnbauten GmbH • Stadtverwaltung Fürstenwalde • WIP Wohnungsbaugesellschaft Prenzlauer Berg mbH • WIR Wohnungsbaugesellschaft in Berlin mbH • Wohnungsbaugenossenschaft Schwedt • Wohnungsbaugesellschaft Hellersdorf mbH • Wohnungsbaugesellschaft Pankow mbH • Wohnungswirtschaft Frankfurt/Oder

Finance, Insurances

Agrippina Vers. AG • AOK Berlin Die Gesundheitskasse • Berliner Bank • Berliner Sparkasse • D.A.S. Versicherungen • Deutsche Ausgleichsbank • Deutsche Bank • DKV Deutsche Krankenversicherung AG • ERGO Versicherungsgruppe • Hamburg Mannheimer Versicherungs-AG • ING DiBa • Köpenicker Bank • LBB Landesbank Berlin • Victoria Versicherung AG

Labour, Economy, Welfare

Berlin-Job AG • Bezirksamt Berlin-Prenzlauer Berg • Bundesanstalt für Arbeit • Bundesverband Deutscher Stiftungen e.V. • Core Business Development GmbH • IHK zu Berlin • Institut für Arbeitsmarkt- und Berufsforschung der BA (IAB) • Niedersächsisches Ministerium für Wirtschaft, Technologie u. Verkehr • Sächsisches Staatsministerium für Wirtschaft und Arbeit • Sozialwissenschaftliches Forschungszentrum Berlin-Brandenburg (SFZ) • PricewaterhouseCoopers AG WPG • Unique Berlin GmbH • Universität Bremen • Universität zu Köln • ZAB Zukunftsagentur Brandenburg GmbH

Education

Bundesinstitut für Berufsbildung • Bundesministerium für Bildung, Wissenschaft, Forschung und Technologie • Ernst Klett Verlag GmbH • The British Council • The Varkey Group

Chemical Engineering, Pharmaceutical Technology, Capital Goods

BASF • Beiersdorf AG • Berlin-Chemie AG • ORIENTAL MOTOR (EUROPA) GmbH • SAMSUNG Elektronische Bauelemente GmbH • Tarmac Central Europe GmbH • Verband der Deutschen Pharmaindustrie • Vibrox GmbH

Others

BIG Interessengemeinschaft Trockenbau e.V. • Bund der Selbständigen/Deutscher Gewerbeverband e.V. • BVM Berufsverband Deutscher Markt- und Sozialforscher e.V. • Centromed Berlin • Deutsche Klassenlotterie Berlin • Deutscher Sauna-Bund e.V. • Deutsche Welthungerhilfe • HARRER & KREVET Rechtsanwälte - Wirtschaftsprüfer - Steuerberater • Live Bingo Berlin GmbH • RAe Frhr. v. Gravenreuth · Syndikus · Wiedorfer • RA Kanzlei Jelinek



Products: The RegionalBus Berlin

In the region Berlin - Brandenburg the institute regularly performs population representative face-to-face surveys covering more than one subject.

With the help of our RegionalBus Berlin we are able to use random samples at a reasonable price adequate in size and representativeness, especially in case of less comprehensive researches.

Typical ways to use it are:

- determination of awareness levels
- analysis of target clusters *according to different* characteristics
- description of user and buyer groups
- recall and effectiveness of advertisements
- ratings of attitude and image
- multivariate analytical methods

As a matter of course we give you advice in all questions concerning method and content, e.g. drafting of questionnaires and application of statistical methods.

Data survey

- representative random samples of resident population living in private households from the age of 14 (Germans and foreigners)
- 500 to 1.200 informants per run
- additional interviews in the near Brandenburg area (greater Berlin) or in the whole area of Brandenburg
- alternatively, in case of very small surveys (*without templates*) a sample increase for the whole Brandenburg area can be made by 400 to 500 CATI interviews
- the selection is made by a stratified multilevel random sample (in total 240/320 sample points, random route)
- if CATI interviews are desired, a random selection is made, in Germany from the »ADM-Mastersample« and in Turkey from a randomly generated pool of telephone numbers (RL4D)
- thus it is guaranteed that the results can be *extrapolated* to the number of inhabitants older than 14 years or the number of private households in the investigated area



Default socio demographic data

- gender
- exact age
- marital status
- school and professional education
- current or last occupation of the respondent
- household size and household with children
- household with a car/cars
- nationality
- holder of a driving licence
- person with a severe handicap
- household net income
- municipal district (Berlin) or regional size range (Brandenburg)

Marketing report and presentation

You receive three copies of the report in form of charts and on request as a short verbal summary. Depending on the issue concerned the tables are weighted according to persons or households. A detailed description of the used methods and information on the response rate percentage are part of the reporting. The analysis is conducted according to your requested data outline.



Additional analyses, e.g. the usage of multivariate statistical methods are generally possible.

On your request the complex reporting (raw data, tables, reports) can be delivered on a data carrier.

We provide the reporting within 4 to 5 weeks after the closing date.

Each battery of questions is analysed exclusively for the particular client.

Products: The RegionalBus Berlin

Our fees (as of January 1, 2009)

Closed question

- up to 10 pre-formulated answers
- Scaling/profiles: 4 items equal 1 closed question

Berlin (n = 500) _____	EUR	430.-
Berlin (n = 1.000) _____	EUR	680.-
Berlin (n = 1.200) _____	EUR	780.-
Berlin and surrounds (n = 1.600) _____	EUR	1.130.-
Berlin and Brandenburg (n = 1.600) _____	EUR	1.180.-

Open question

Berlin (n = 500) _____	EUR	530.-
Berlin (n = 1.000) _____	EUR	830.-
Berlin (n = 1.200) _____	EUR	950.-
Berlin and surrounds (n = 1.600) _____	EUR	1.350.-
Berlin and Brandenburg (n = 1.600) _____	EUR	1.400.-

Sample increase for the whole Brandenburg area by telephone interviews (CATI)

- up to 5 minutes interview duration _____ EUR 8.50/case
- up to 10 minutes interview duration _____ EUR 12.50/case
- up to 20 minutes interview duration _____ EUR 16.50/case

All prices stated above plus VAT.

Please ask for alternative pricing from our standard offer.

We grant price reduction in case of multiple placements.

We calculate surcharge for card sets and the printing of templates.

We conduct interviews usually at the end of each month. Please ask for exact schedules.



Managing Director: Dr. Holger Liljeberg

Products: The PhoneBus (Germany and Turkey)

The institut regularly performs population representative computer based face-to-face telephone surveys covering more than one subject. These surveys are conducted from our telephone studio in Berlin or by request from our Antalya CATI studio.

With the help of PhoneBus we are able to use random samples at a reasonable price adequate in size and representativeness, especially in case of less comprehensive researches.

Typical ways to use it are:

- determination of awareness levels
- analysis of target clusters *according to different* characteristics
- description of user and buyer groups
- ratings of attitude and image
- psephology, political opinion research
- multivariate analytical methods

As a matter of course we give you advice in all questions concerning method and content, e.g. drafting of questionnaires and application of statistical methods.

Data survey

- representative random samples of resident population living in private households from the age of 14 or 18
- 500 to 2,000 informants per run
- optional sample increase of any size
- the sample sampling is made in Germany on the basis of the »ADM Master Sample« and in Turkey from a randomly generated pool of telephone numbers (RL4D)
- thus we guarantee that the results can be *extrapolated* to the number of inhabitants or the number of private households in the investigated area

Default socio demographic data

- gender
- exact age
- marital status
- school and professional education
- current or last occupation of the respondent
- household size and household with children
- nationality
- household net income
- district or regional size range

Marketing report and presentation

You receive three copies of the report in the form of charts and, on request, as a short verbal summary. Depending on the issue concerned the tables are weighted according to persons or households. A detailed description of the used methods and information on the response rate percentage are part of the reporting. The analysis is conducted according to your requested data outline. Additional analyses, e. g. the usage of multivariate statistical methods are basically possible. On your request the complex reporting (raw data, tables, reports) can be delivered on a data carrier.

We provide the reporting within 2 to 3 weeks after the closing date.

Each battery of questions is being analysed exclusively for the particular client.

Our fees – Germany (as of January 1, 2009)

Closed question

- up to 10 pre-formulated answers

- scaling/profiles:

4 items equal 1 closed question

n = 500	_____	EUR	370.-
n = 1.000	_____	EUR	590.-
n = 1.200	_____	EUR	640.-
n = 1.500	_____	EUR	800.-
n = 1.600	_____	EUR	840.-
n = 2.000	_____	EUR	1.050.-

Open question

n = 500	_____	EUR	470.-
n = 1.000	_____	EUR	770.-
n = 1.200	_____	EUR	870.-
n = 1.500	_____	EUR	1.070.-
n = 1.600	_____	EUR	1.130.-
n = 2.000	_____	EUR	1.400.-

Our fees – Turkey (as of January 1, 2009)

Closed question

- up to 10 pre-formulated answers

- scaling/profiles:

4 items equal 1 closed question

n = 500	_____	EUR	330.-
n = 1.000	_____	EUR	550.-
n = 1.200	_____	EUR	600.-
n = 1.500	_____	EUR	760.-
n = 1.600	_____	EUR	800.-
n = 2.000	_____	EUR	1.000.-

Open question

n = 500	_____	EUR	430.-
n = 1.000	_____	EUR	730.-
n = 1.200	_____	EUR	830.-
n = 1.500	_____	EUR	1.030.-
n = 1.600	_____	EUR	1.080.-
n = 2.000	_____	EUR	1.300.-

All prices stated above plus VAT.

Please ask for alternative pricing from our standard offer.

We grant price reduction in case of multiple placements.

Please ask for exact interview schedules.

Products: AdPre – The Advertising Pretest

For concept screening of advertising campaigns we developed the extensively standardized AdPre method that we use both for testing of printed motifs and posters as well as for radio and TV spots.

By using this pretesting method you are informed at an early stage which performance your concepts can achieve as far as buying behaviour, consumer adoption and brand image are concerned. You get information on strengths and weaknesses, the estimated reach and the consumer acceptance of the product.

At the same time we work out proposals to optimize your drafts and campaigns and support you in decision making between different drafts and concepts.

Default survey items are:

- spontaneous awareness and recollection of details in a real test environment (e.g. test journals, waiting room music, motif posting in waiting areas)
- supported awareness and recollection of details in a real test environment
- spontaneous associations
- likes, dislikes and recommendations for modification
- assumed advertising message, assumed target groups
- scaled appraisal of consumer adoption, image and advertising effectiveness
- image of the product or the brand communicated by advertisement
- willingness to purchase, resell or change a product
- buying/usage behaviour in the branches concerned
- brand awareness, brand usage, brand preference, shift of preferences
- statistics

With the help of AdPre we are able to improve the efficiency of campaigns strategically and minimize the flop risk. The interview contents are customized

Data survey

We conduct qualitative surveys, for the most part as studio tests. With a sample size between 50 and 250 interviews we can guarantee not only a qualitative statement but also a statistical interpretation. The samples are being quoted according to branch and product. The surveys are generally conducted in a semi-monadic design, monadic design is also possible.

Our fees (as of January 1, 2009)

Example 1

1 test motif (print),

n = 70 _____ from EUR 7.500.-

Example 2

1 test motif (print) and 4 concepts for radio commercials,

n = 100 _____ from EUR 11.000.-



Products: The Advertising Test

The *WerbeCheck (advertising test)* is a post test, which identifies exactly the reach area, the suitability and the purchase and usage relevant communication skills of the advertising instrument. Additionally we investigate how the consumer attitudes towards special brands have been changed by the influence of advertisement. With the help of the *WerbeCheck* the efficiency of advertising campaigns can be evaluated.

Using the WerbeCheck:

- a direct comparison of unaided, product aided and brand aided recall to aided recall for all media in media mix (print, CLP/CLS/CLB, poster, other outdoor advertising, radio, TV, online, flyers, etc.) can be drawn
- pictures and texts are included in evaluating the communication performance
- the acceptance of a campaign in general or of several motifs and spots in detail is enhanced
- the intensity and the effect of a campaign can be evaluated
- information on the relevant effect of each individual medium is provided in the event of multimedia campaigns
- the campaign performance regarding image and modification of attitude can be investigated
- statements about real CPI (costs per impression) directly compared to different advertising media can be made

Data survey

- representative random samples of resident population living in private households from the age of 14
- 500 to 1.200 informants per run
- the selection is made by a stratified multilevel random sample
- if CATI interviews are desired, a random selection is made, in Germany from the »ADM Mastersample« and in Turkey from a randomly generated pool of telephone numbers (RL4D)
- thus it is guaranteed that the results can be extrapolated to the number of inhabitants older than 14 years or the number of private households in the investigated area

Our fees (as of January 1, 2009)

Example 1 - monomedial print campaign, 1 motif, without brand image battery
from EUR 4.000

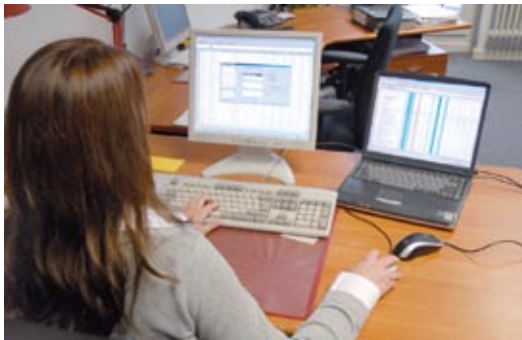
Example 2 - monomedial print campaign, 3 motifs, including brand image battery (16 items)
from EUR 9.000

Example 3 - monomedial campaign, print, poster, radio, 2 motifs, 1 radio spot, including brand image battery (16 items)
from EUR 13.300

Products: CCS – Customer Commitment System

Good and strong customer loyalty determines on the success of a company on the market. The goal of the CCS ("Customer Commitment System") is to make customer loyalty measurable and to show choices of action for its improvement.

To measure quality and strength of customer loyalty of a company or several parts of a company we use a figure called *customer loyalty index* (KI Kundenbindungsindex). The KI provides information on the success of initiated actions and makes it possible to compare different parts or branches of a company.



Below you find an example of a customer loyalty portfolio, which shows you over time in the form of a graph, what the instruments of customer loyalty are, where potential for an increase in customer loyalty lies and which constraints and chances exist. The graph defines which quality features the company should enhance (communication axis) and where certain measures should be taken (action axis).

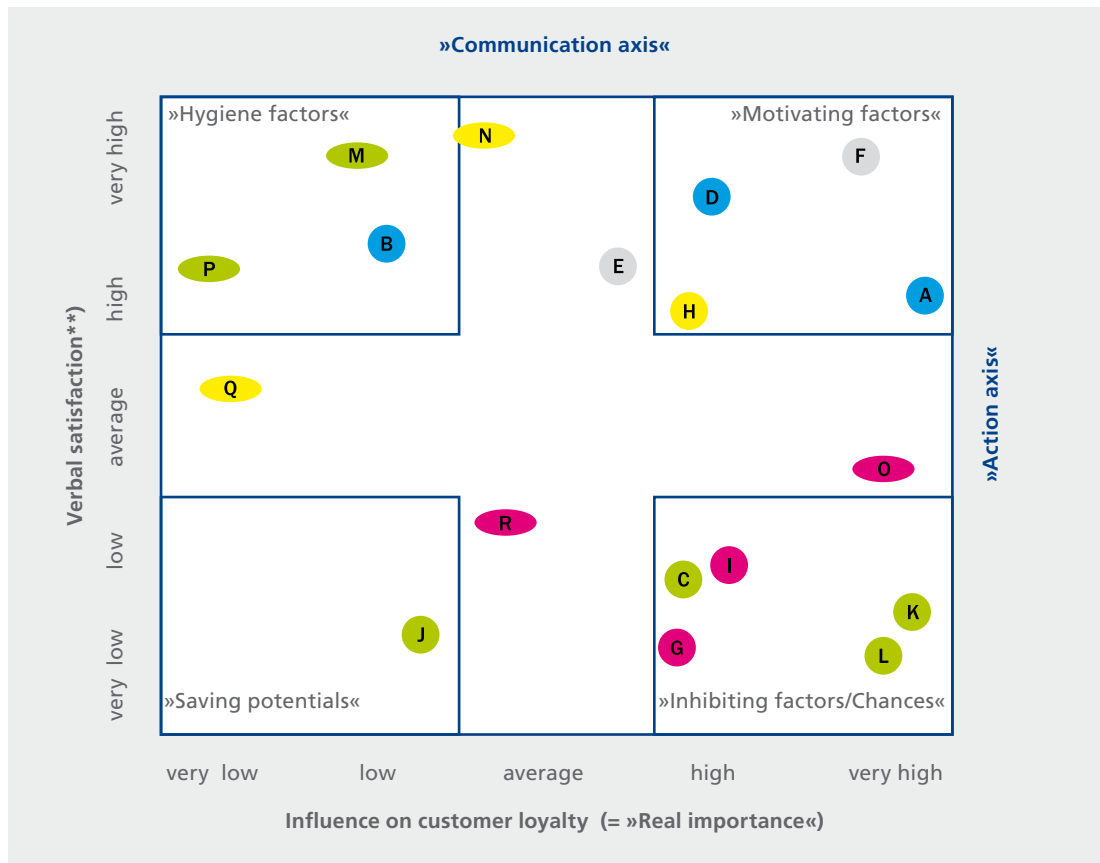
In the course of time this portfolio informs you on the success of advertisement, communication and measures taken. By comparing different target groups it is possible to analyse various criteria with the result of being able to focus on these target groups specifically.

Analyses of customer loyalty can be carried through both on the basis of point of sale (POS) surveys or customers, readers or subscriber surveys and as a result of representative population surveys provided that a sufficient number of customers is available.

CCS – Customer Commitment System – Example Retail Trade

Customer survey X store (POS survey)

CCS – Customer loyalty analysis - Example



- | | | | |
|---|--------------------------------|---|--------------------------------|
| A | shopping atmosphere | J | range of products |
| B | arrangement of goods | K | fashion style |
| C | supply of goods | L | supply of electrical equipment |
| D | layout of goods | M | range of food |
| E | sales staff | N | quality of food |
| F | waiting time at the cashpoints | O | price level food |
| G | price level | P | range gastronomy |
| H | quality of the goods | Q | f&b quality |
| I | quality price ratio | R | f&b price level |

- | | | | |
|---|-----------|---|----------------------------|
| ● | quality | ● | general supply |
| ● | prices | ● | atmosphere/layout of goods |
| ● | personnel | ○ | food departments |

»Hygiene factors«

- factors and criteria, which imply high customer satisfaction without influencing customer loyalty
- can be developed into motivators by selective communication

»Motivating factors«

- factors and criteria, which imply high customer satisfaction and which have exceptionally high influence on customer loyalty
- mistakes must not occur, the consequence of any weakness is always a loss of customers
- are the advantages which attract and retain customers

»Inhibiting factors«

- factors and criteria, which imply low customer satisfaction and which have at the same time negative influence on customer loyalty
- can be switched to »motivators« by selective measures

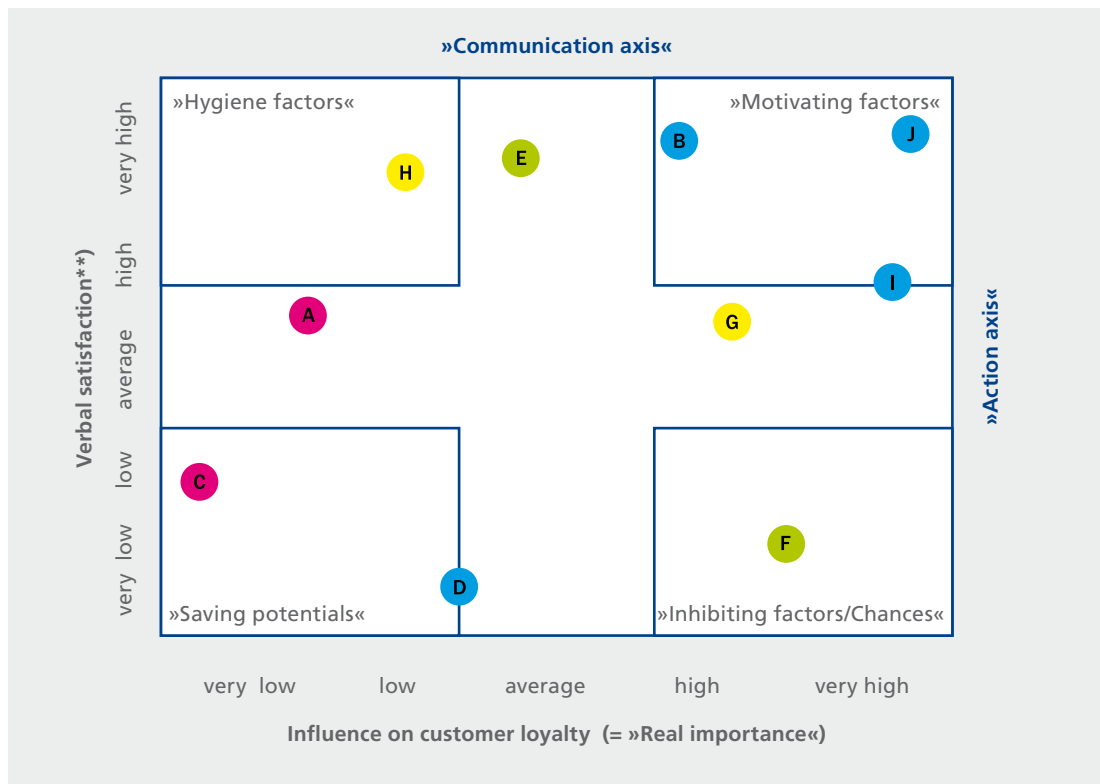
»Saving potentials«

- factors and criteria, which imply low customer satisfaction without influencing customer loyalty significantly
- mistakes may persist for a short period with no adverse reaction from customers
- it can get dangerous if these factors are communicated, if they gain importance for customers, customer loyalty is reduced



CCS – Customer Commitment System – Example Daily Newspaper

X Newspaper (Basis: Representative population survey) Example



- | | | | |
|---|---|---|---------------------------------|
| A | local newspaper for Berlin | F | uncovers nuisances and problems |
| B | provides ambitious journalism | G | good service and entertainment |
| C | attracts interest beyond the city of Berlin | H | clearly laid out |
| D | unbiased and independent | I | contemporary and up to date |
| E | good coverage on Berlin | J | professional newspaper |

Index customer loyalty: 9,87 (1 to 20)

Average customer satisfaction: 2,42 (1 to 6)

Average correlation coefficient: 0,22 (0 to 1)

- | | | | |
|---|-----------------------|---|----------------------|
| ● | supraregionality | ● | relevant coverage |
| ● | entertainment/clarity | ● | competence/modernity |

Approach:

1. calculation of the customer loyalty index KI (frequency of use)
2. correlation analysis between customer loyalty index and image factors
3. determination of the average rating of image factors
4. portfolio according to correlation coefficient and average

***) »high« and »low« in proportion to the average

Products: ProTo – The Sales Forecasting System

In times of increasingly changing markets, target groups for new products have an extremely low incidence within the whole population and thus cannot be reached easily or least of all described representatively.

With the help of our innovative research method developed as a combination of CATI and online surveys it is possible to link offline and online surveys directly. Thus, not only a qualified numerical estimate of potential buyers but also their representative description within the framework of quantitative surveys can be implemented. Simultaneously, this method allows a reliable projection of buyers' share in total population due to its experimental layout.

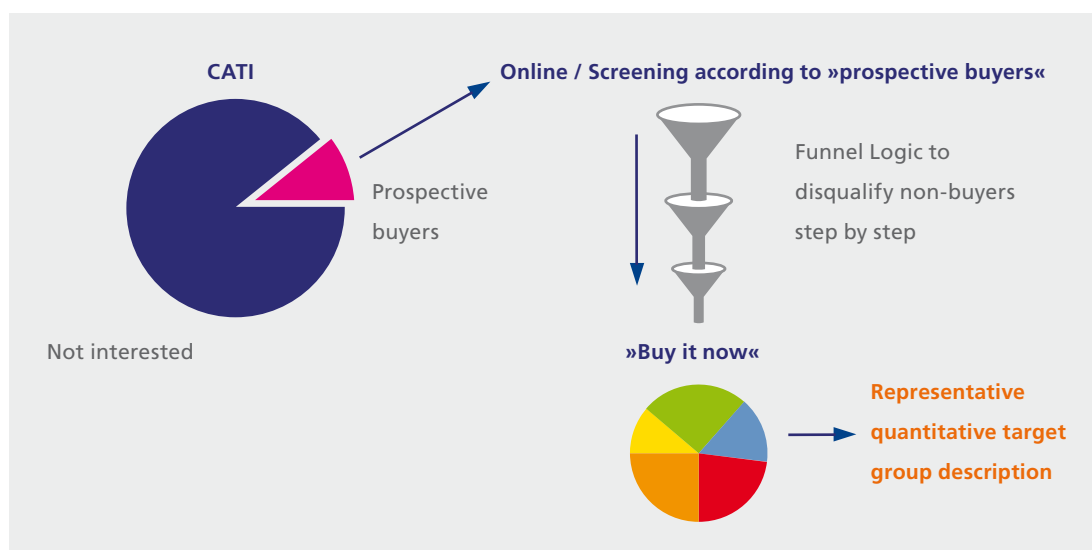
The buyers' share forecasted by telephone surveys alone is normally too large and the screening effort to describe realistic buyers' potentials is not legitimated by the generated expenses. Also online survey would lead to clearly inflated target group numbers due to limited representativeness without the parallel CATI reconciliation.

The new ProTo method not only succeeds in determining the scale of very small target groups but also in obtaining a sufficient number of samples in a representative way for the description of milieus and for structuring.

For describing target group milieus we use the »experience milieus« according to Gerhard Schulze. These are excellent prerequisites for a specific promotional approach to the target groups.

A realistic number of buyers can be exactly determined and extrapolated by the newly developed experimental »Buy it now« option without using additional conversion factors.

Thus we provide now a quantitative instrument to not only determine but also structure even very small target groups with comparatively marginal financial expenditures.



The Experience Milieus

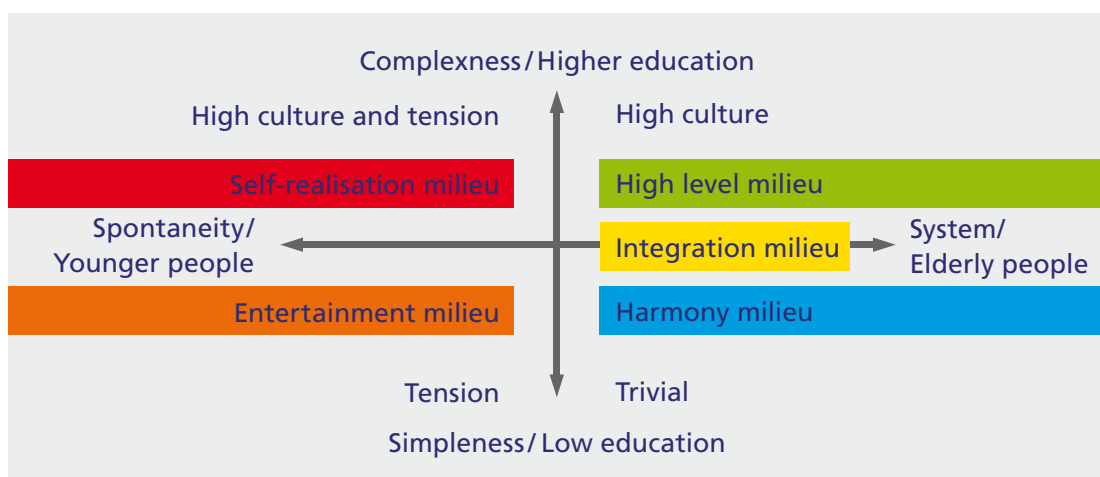
The theory of the experience milieus traces back to the Bamberg sociologist Gerhard Schulze («Die Erlebnisgesellschaft - Kultursoziologie der Gegenwart», 1992), who pointed out, that distinguishing people according to their demography and social background becomes more and more irrelevant in the today's affluent society.

Lifestyle is less and less specified by affiliation to a defined class or group. Indicators for lifestyle today are leisure, culture, music and theme interests themselves, which only partly correlate with social strata. Gerhard Schulze approved this working hypothesis already in 1985 with a regional limited basis study surveying 1.014 respondents. In the result of this survey, he found the five experience milieus.

By conducting several representative studies our institute retraced these five experience milieus starting with a survey of 2.000 respondents from the age of 14. Thus, the milieu definitions have been established and in different studies a lot of respondents could be assigned to the five types. Basically, these five experience milieus are characterized by completely different leisure activities, cultural interests, preferences for music styles, reading interests and preferred TV genres.

For marketing purposes the experience milieus are quite important because it is only one or two types that focus on a special brand. The reason therefore is the fact that brands and the their advertisement also represent experience groups, which are attracted by special milieus and refused by others.

On the basis of the work of Gerhard Schulze the German population from the age of 14 can be divided into five experience milieus regarding to their preferred experiences.

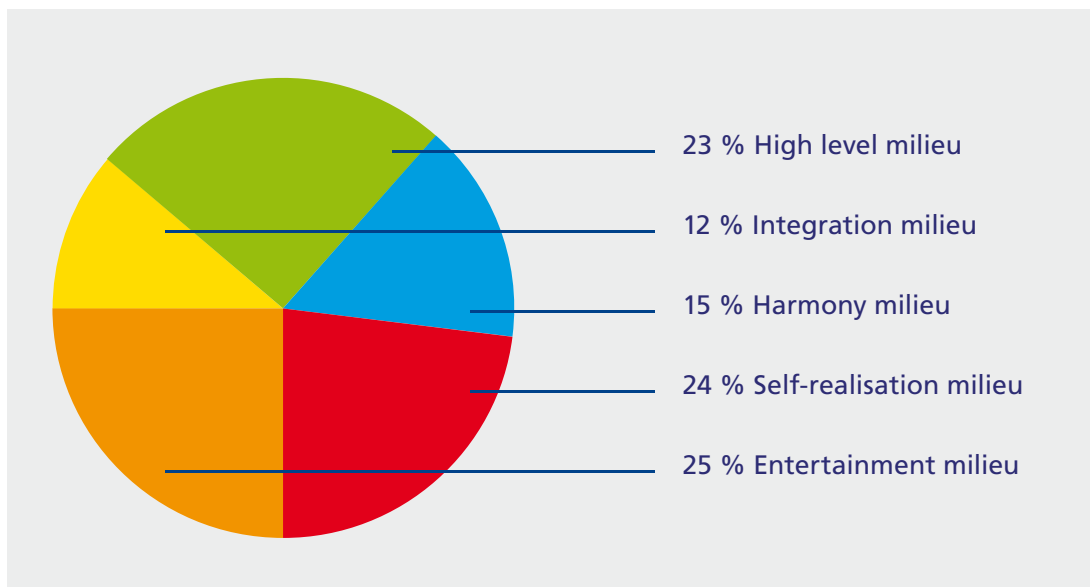


Each brand is mainly defined according to its position within the five experience milieus. By comparing this positioning with those of a competitor ideal target positions for marketing strategies can be derived. To provide these analyses for a wide range of brands our institute integrates the five experience milieus in a lot of representative studies. There they can be used for target group, marketing and media analyses.

The **self-realisation milieu**, for example, represents people with multiple interests doing active leisure activities. With the tendency to be younger or feeling like that they hang around in popular places, bistros, cafes, enjoy listening to Soul and Blues and do not at all want to become part of the crowd. They distance themselves from all kinds of bad education, narrow-mindedness and conventions.

The **entertainment milieu** is as young as the self-realisation milieu but less intellectual. It favours a life containing action and tension, enjoys visiting football stadiums for live matches, bars, clubs and cinemas, is partial to action films on TV or on video while eating fast food or a pizza for a quick bite and hearing the Rock and Pop top charts. They dislike conservatism, traditional housewives and slow drivers.

Perfection and striving for influence and position is the philosophy of the **high level milieu**. The level of culture and education, income and desires meet high standards. Since these people are highly interested in further education, politics and events of the day they read newspapers, journals and books. They hate fakelore and yellow press top



The main characteristics of the **harmony milieu** are a feeling of security, cosiness and balance. These are mainly elder people having little relation to education and science, but much more to folkloristic music. They are tradition-conscious and don't leave their homes for long, but are getting informed by newspapers and journals.

The **integration milieu** is characterised by its ambition for conformity and perfection. These distinctively ordinary people are slightly younger than the ones of the harmony milieu. They have a conservative approach and are mainly interested in yellow press topics, shallow entertainment and German Schlager.

Short Methodical Introduction

When working out a study which is to provide population representative results you have to answer the question which research method is appropriate in consideration of all pros and cons.

Basically the following methods are available:

- face-to-face in-home surveys
- computer aided telephone interviews (CATI)
- written surveys
- online-surveys

In general you can say:

- The results of telephone interviews are quickly available, but the scope of interviews is limited. As far as costs are concerned telephone interviews are the most inexpensive survey method. Even complex screenings and if then else statements are feasible during the interview by dint of the computer support.
- Written surveys take more time but offer good value for money because you can conduct an exceedingly higher number of interviews than with other methods. They are especially suitable for surveys covering the entire household, for complex issues or a big variety of subjects. Another, very helpful advantage of written surveys is that respondents are able to evaluate pictures. Essential for high level sample coverage and valid results is the experience of the authorized institute (questionnaire composition and layout, way and time of follow-ups, way and scope of incentives, etc.)
- Face-to-face interviews are more representative than all other methods. They are inevitable in case you have to work with pictures, which are not allowed to be submitted to the respondent before the time of the interview (e.g. at first unsupported and unaffected interrogation of special features, afterwards supported appraisal of different concepts). A visual support of the issue is continuously possible.
- Online surveys are still not applicable for population representative surveys since the number of internet users is still limited. However, in case of internet users or selected target groups it is possible to interview quite a lot of people using multimedia-based elements in a very short period of time.

Although tendency and characteristics of the answers are mostly identical, comparison of different interview methods is often limited, because the standard of the answers differs. Based on our own experience, preferably, the results of telephone and written interviews are directly comparable.

	Face-to-face interviews	CATI interviews	Written interviews	Online interviews
Timeframe available for the survey	at least 1.5 to 2 weeks with regard to sample size and target group	first results within a few days with regard to sample size and target group	at least 5 to 6 weeks with regard to sample size and target group	first results within a few hours or days with regard to sample size and target group
Scope of the questionnaire	up to 1 hour interview duration	up to 30 min interview duration	up to 3 hours interview duration	up to 30 min
Coverage of the unadjusted untreated sample	approx. 50 to 60 % (rarely up to 90 %)	approx. 30 % (especially because of a frequent lack of telephone numbers), possibly up to 70 %	approx. 40 to 50 %	approx. 20 %, from access panel up to 80 %
Representativeness	very high, even if the actual target group is only a small portion of the population	very high, even if the actual target group is only a small portion of the population	very high, restrictions by self selection are possible, especially by determination of and limitation to certain target groups (e.g car owner, public transport user, working population)	not population representative, representativeness only for internet users and target groups with high affinity for the internet
Reachability of mobile target groups	difficult reachability of highly mobile persons	difficult reachability of highly mobile persons	easy reachability, even of steadily mobile persons	easy reachability, even of steadily mobile persons
Interviewer effects	exist, tendency to socially desirable answers	exist partly, slight tendency to socially desirable answers	do not exist	do not exist
Interview-situation	manageable and manipulable by the interviewer	only partly manageable and manipulable by the interviewer	not manageable and manipulable by the interviewer	not manageable and manipulable by the interviewer
Scale of acceptance of the survey method by the respondent	- on one side reservations against entering the flat - on the other side great acceptance of the personal interview - restricted possibility to consider the time planning of the respondent	- compromise between the personal character of the interview and the distance to the respondent - restricted possibility to consider the time planning of the respondent	- great acceptance by the respondents - possibility of individual timing for answering the questions	- great acceptance by the respondents - possibility of individual timing for answering the questions
Expense per interview	rather high	rather low	rather low regarding the big interview volume	rather low
Legal restrictions	do not exist	possible	do not exist	do not exist at present

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