

# *CBC* Marketing Research



# Our Clients

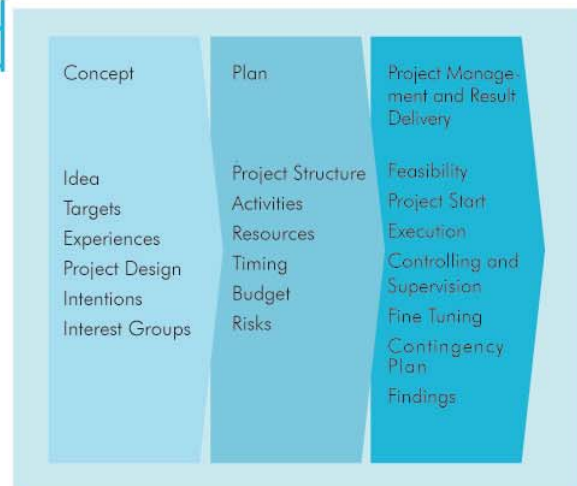
CBC Marketing Research works for a variety of businesses and organizations. This includes Fortune 500 companies, small and medium-sized companies, and public sector organizations in Europe, Asia Pacific and the United States.

"80% of all new customers subsequently sign up for additional projects with CBC"

# Cooperation and Partnerships around the World

To serve clients better, CBC Marketing Research works with selected partners around the world. In Switzerland, CBC is a major shareholder of Konso AG and runs joint projects with the renowned research firm in Basel.

In Europe, Asia and the United States, CBC Marketing Research has a strong network of established marketing research companies to serve clients on every continent.



# Experience and Professionalism

We at CBC know what it takes to serve demanding clients. 80% of all new customers subsequently sign up for additional projects with CBC. And in 2002, CBC became the first marketing research company to obtain the ISO 9000 quality certification in China.

Whatever your business needs, CBC's professionals have the knowledge and expertise across a variety of industry sectors including:

- Automotive
- IT/Telecoms
- FMCGs
- Durable Goods
- Skincare and Cosmetics
- Healthcare
- Luxury Goods
- Manufacturing & Engineering
- Retail
- Finance

# About Us

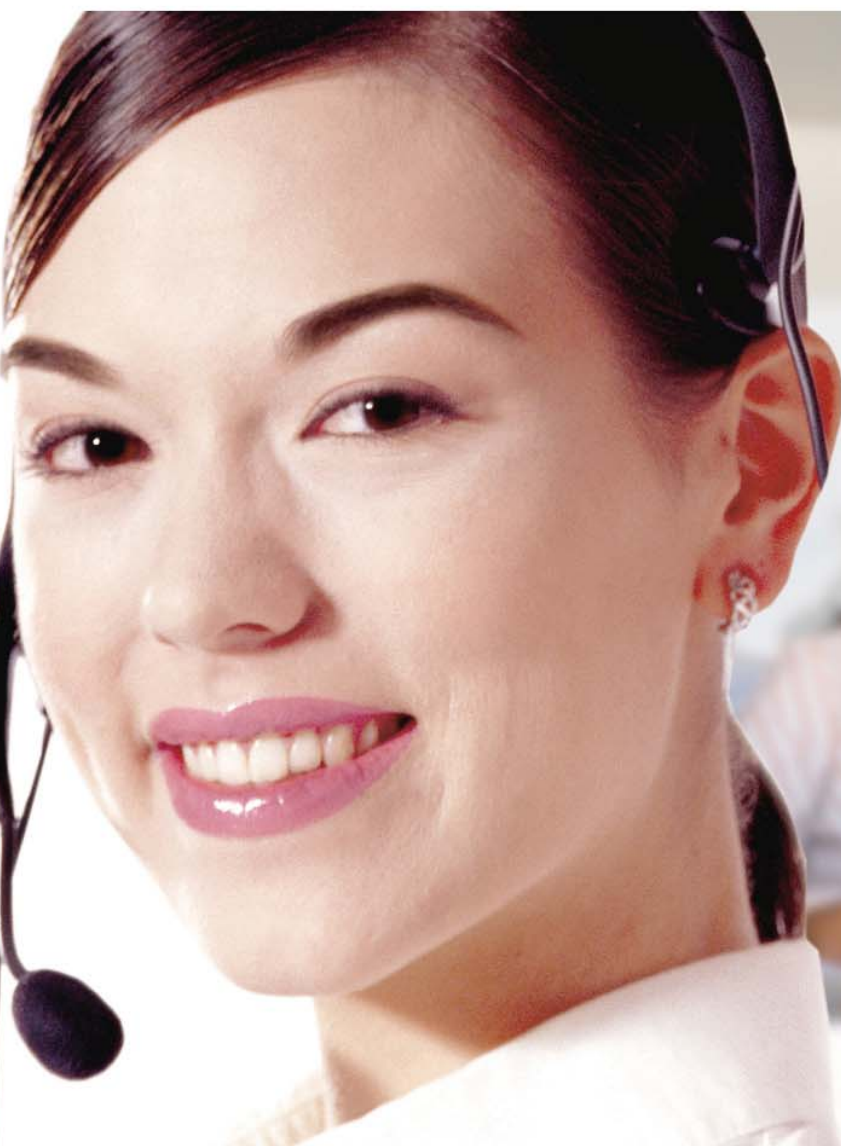
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CBC Marketing Research was founded in 1995 and employs over 100 full-time employees, including market experts, psychologists, sociologists, and IT specialists, and over 1,000 part-time interviewers in Bern, Shanghai, Beijing, Guangzhou and Mumbai.

In 2008, CBC went public on the Bern Stock Exchange in Switzerland. Its shares are traded under the ticker symbol CBCN.

The company is a member of the most important marketing research associations in the world including ESOMAR, the Alliance of International Marketing Research Institutes (a.i.m.r.i.), the American Marketing Association (AMA), the Swiss Association of Marketing Research (VSMS) and the China Marketing Research Association (CMRA).

CBC Marketing Research is affiliated with CBC Executive Search and CBC Business Consulting, which both support our projects and add value to our services. Many of our projects rely on the experience and the services of CBC Executive Search and CBC Business Consulting.



## Methodologies and Services

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### **Quantitative Research**

- CAWI / COW Online Surveys (Computer-aided Web Interviews)
- CATI Interviews (Computer-aided Telephone Interviews)
- CAPI (Computer-aided Personal Interviews)
- Street-intercept Interviews (face-to-face)
- Central Location Tests
- Clinic Tests
- Mail Surveys

### **Qualitative Research**

- Focus Group discussions
- Mini Groups
- In-depth Interviews
- Observation
- Mystery Shopping
- Ethnographic and Exploration Studies

### **Services**

- Analysis and Consulting
- Strategy, Marketing, Executive Search
- Multi-country Studies
- Communication, Media and Social Research
- Customer Satisfaction Surveys
- Omnibus

# Swiss Quality – Global Resources

CBC is a leading, publically-quoted marketing research agency, with broad experience of implementing and managing quantitative and qualitative marketing research projects in both consumer (B2C) and industrial (B2B) sectors.

With offices in Switzerland, China and India, and an extensive network of partners around the world, CBC offers a 24-hour-service to its clients.



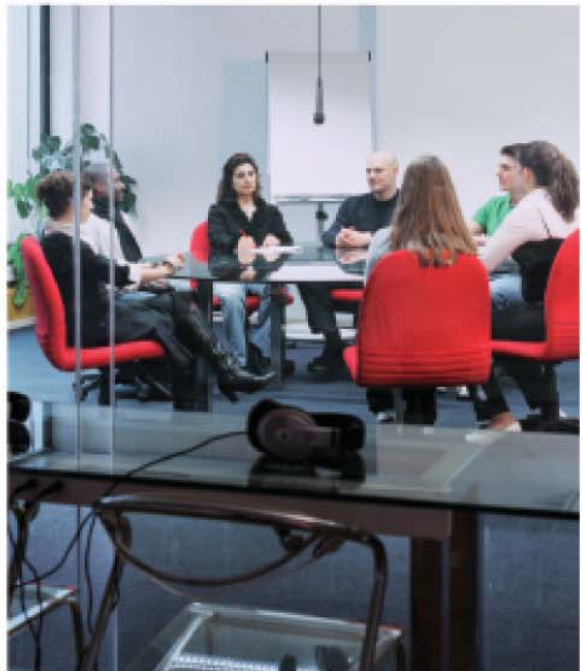
Focus Group Room with one-way mirror.



CATI stations allow full transparency for clients and supervision.

# State-of-the-art Infrastructure

CBC's worldwide CATI center has approximately 300 work stations and offers interviews in over 20 languages. This allows us to carry out domestic and multi-country projects of any scale. The 7 Focus Group Rooms, with separate observation rooms and large one-way mirrors, are equipped with live view web streaming technologies, simultaneous translation and video recording.



View from the observation room, showing a Focus Group Room with the latest technology for web streaming, simultaneous translation and video recording.



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