

# CBC Marketing Research

**CBC** is a very efficient and fast expanding marketing research group, serving clients around the world since 1995. We have...

- 100 full time employees including market experts, moderators, market analysts and researchers as well as 1,000 part time interviewers
- the most advanced technologies including web streaming and Focus Vision
- 300 CATI-equipped stations in Europe and Asia
- expertise across diverse industries including: automobile, IT/telecoms, FMCGs, durable goods, retail and more
- the honor of being the first marketing research company to obtain the ISO 9000 quality certification in China

## Locations

### BERN

**CBC** Switzerland Inc.  
Marktforschung  
Marktgasse 32  
3011 Bern  
Switzerland  
Tel. +41 31 560 3000  
Fax +41 31 312 5886

### SHANGHAI

**CBC** Marketing Research  
CBC Building  
49A Wuyi Road  
Shanghai 200050  
P.R. China  
Tel. +86 21 5155 2000  
Fax +86 21 5155 2099

### MUMBAI

**CBC** Marketing Research  
B 806, Sagar Tech Plaza,  
Sakinaka Junction  
Andheri Kurla Road,  
Andheri (East)  
Mumbai 400072  
India  
Tel. +91 22 6770 3718  
Fax +91 22 6645 9842

### BEIJING

**CBC** Marketing Research  
Suite 512, New World  
Taihua Office Tower  
5-5 Chongwenmenwai  
Dajie  
Beijing 100062  
P.R. China  
Tel. +86 10 6709 1622  
Fax +86 10 6709 1633

### TOKYO

**CBC** Creative Assist  
HIK Building 1F  
4-10-8, Takadanobaba  
Shinjuku-ku  
Tokyo 168-0075  
Japan  
Tel. +86 21 5155 2000  
Fax +86 21 5155 2099

### GUANGZHOU

**CBC** Marketing Research  
Room 1901, Unit 10, 19<sup>th</sup> F  
GangLV Int. Center, CTS  
219 Zhongshanwu Rd  
Guangzhou 510030  
P.R. China  
Tel. +86 20 2227 3200  
Fax +86 20 2227 3201

Email: [cbc@cbcnow.com](mailto:cbc@cbcnow.com)  
Web: [www.cbcnow.com](http://www.cbcnow.com)

## Methodologies and Services

### Quantitative Research

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

### Qualitative Research

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

### Services

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