



International Study Procedure

The most important steps for reliable, comparable international market research are:

1. In the briefing, the client informs ISOPUBLIC of his information requirements, or the study concept is developed together with ISOPUBLIC.
2. ISOPUBLIC uses the completely developed research concept to create quotes for surveys in each country, which are carried out at GALLUP INTERNATIONAL member institutes, and at least two competitive entities.
3. After the client's decision, ISOPUBLIC creates the documents for a detailed project in the selected countries. These documents, which are usually written in English, are agreed upon with the client, and are subsequently sent to the selected partner institutes.
4. The partner institutes have the questionnaires translated locally. ISOPUBLIC checks the translation and if desired, also sends it to the client (or for control at their daughter or partner companies), especially in cases in which specific terminology is to be observed.
5. The contracted partner institute then carries out the study in its country, and informs ISOPUBLIC weekly of the advances made and any problems which have arisen.
6. ISOPUBLIC receives the results from the partner institute in the format agreed upon (usually data files), and prepares and analyses them in the form requested by the client, i.e. as a comparable detailed presentation on the client's premises.