



WIN Worldwide
Independent Network
Of Market Research

Bringing
the **world** to you



ISOPUBLIC

*Is the SWISS Member of **Worldwide Independent Network (WIN)** of
Market Research*

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***WIN brings you the
greatest Independent
Firms of Market
Research throughout
the World***

What we offer:

- 1. Who we work with**
- 2. Our Members**
- 3. What makes WIN different**





WIN

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1. Who we work with...





2. Our Members...

WIN includes 19 Members and can work anywhere in the world



| | | | |
|----------------|--|------------------------------|--|
| Austria | Gallup – Austria | Korea | Gallup Korea |
| Brazil | IBOPE | Mexico | IBOPE |
| Canada | Leger Marketing | Netherlands | Market Response International |
| China | CRC-Research | Russia | ROMIR |
| France | BVA | Spain | Instituto DYM, S.A. |
| Germany | Leyhausen | Switzerland | ISOPUBLIC |
| Iceland | CAPACENT | U.S.A. | TRiG |
| India | MaRS | | The Research Intelligence group |
| | Monitoring and Research Systems | United Arab Emireates | PARC |
| Italia | Doxa S.P.A. | | Pan Arab Research Center |
| Japan | Nippon Research Center | United Kingdom | ICM Research |



3. Why WIN?

Work with only one Expert, with unprecedented knowledge and international research experience, to coordinate for you your international research anywhere in the World and deliver results Better, Faster and Cheaper



Advantages:

- Total worldwide coverage
- Matching the best foreign country supplier for your research needs
- Coordinator with great field and international research expertise dedicated to your project
- Stringent quality control
- Consistency across the world
- Proficiency in all languages
- Competitively priced
- ESOMAR / CASRO code of ethics

WIN covers 88% of the World's Market



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What makes WIN different?

To consistently deliver the most accurate results faster we SHARE & CREATE...

...KNOWLEDGE

WIN Members are continuously meeting and interacting to share knowledge and maintain the highest level of business capabilities throughout the world.



WIN *Healthcare*

WIN Healthcare & Pharmaceutical Division



WIN *Telecom*

WIN IT, Telecom & Technology Division



WIN *Communication*

WIN Communications Division



WIN *Media*

WIN Media Division



What makes WIN different?

To consistently deliver the most accurate results faster we **SHARE & CREATE...**

...PRODUCTS & TOOLS

WIN Members are constantly creating and improving innovative products and tools to deliver the most consistent international results, culturally accurate, and client specific, better and faster.



WINomni - Global Omnibus
covering 88% of the World's Market

WIN CRISIS INDEX - World Financial Index

Some of our Products...

- **G@me** - Online gaming research product
- **Kids&Co** - 0-18 year olds research tool
- **LSM** - Lost Sales Monitor
- **ILOR** - Logo Recognition Test
- **PSM** - The Price Sensitivity Meter
- **RSC** - Brands & Consumer evaluation tool
- **SCIF** - Shopper & Brand tracking tool
- **The WebPerform** - Website evaluation tool

Innovative case / client specific designs...



What makes WIN different?

To consistently deliver the most accurate results faster we SHARE & CREATE...

...SERVICES

WIN has the greatest globally consistent Qualitative and Quantitative capabilities, market expertise, and methodological tools to give the most in-depth and accurate results.



Capabilities

- Full range of Quantitative
 - Telephone
 - Online
 - Intercept (Mall / Hall)
 - In home / In office
- Full Range of Qualitative Capabilities throughout the World
- Full range of methodological tools & high-performance marketing approaches

Expertise

Highest Global and Market expertise



Thank you!

Questions & Discussion

*Visit us at: www.winmr.com
Get all the latest news and updates!*

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