



Psyma Consumer Perspective Capabilities



The Psyma Group Overview

North America

- Psyma International (Philadelphia)

Latin America

- Psyma Latina (Mexico)
- Psyma Brazil

Western Europe

- Psyma International Medical Marketing Research (Germany)
- Psyma Online Research (Germany)
- Psyma Research+Consulting (Germany)
- Inter-View Partners (Germany)
- Inter-View Partners (France)
- Inter-View Partners (Spain)
- Psyma Iberica Madrid and Barcelona (Spain)
- Psyma UK
- Consultic (Germany)

Central Europe

- Psyma Poland
- Psyma Hungary
- Psyma Czech Republic
- Top of Mind (Russia)

Asia

- Psyma Business Research Shanghai and Beijing (China)

- Independent, global, mid-sized group
- Founded in 1957, headquartered in EU
- 18 research companies worldwide
- Over 260 research consultants

CORE POSITIONING:

➔ GLOBAL STRATEGIC AD-HOC RESEARCH

Psyma Consumer Perspective Research



We are

Researchers with a *passion* for complex business questions that call for *unique approaches*



Strategy

We work with your team to develop the study that *best* suits your business objectives



How?

By staying abreast of *new techniques and technologies* that improve access and quality of information

Why us?

We have a *deep interest* in human behavior and an excitement for solving problems with *creativity and ingenuity*

Capabilities



Context Research

Social Media



Industry Blogs



User Forums



What?

Context research, by leveraging professional and user-generated data, acts as the initial phase of an exploratory research initiative

How?

We watch social media sites, industry blogs and user forums to gain a top-line understanding of current trends, topics and opinions among your consumers

Why?

With an ever-changing consumer to brand relationship client teams do not always know how to approach their target market. A deeper understanding and report of the current consumer landscape leads to more direct and relevant research

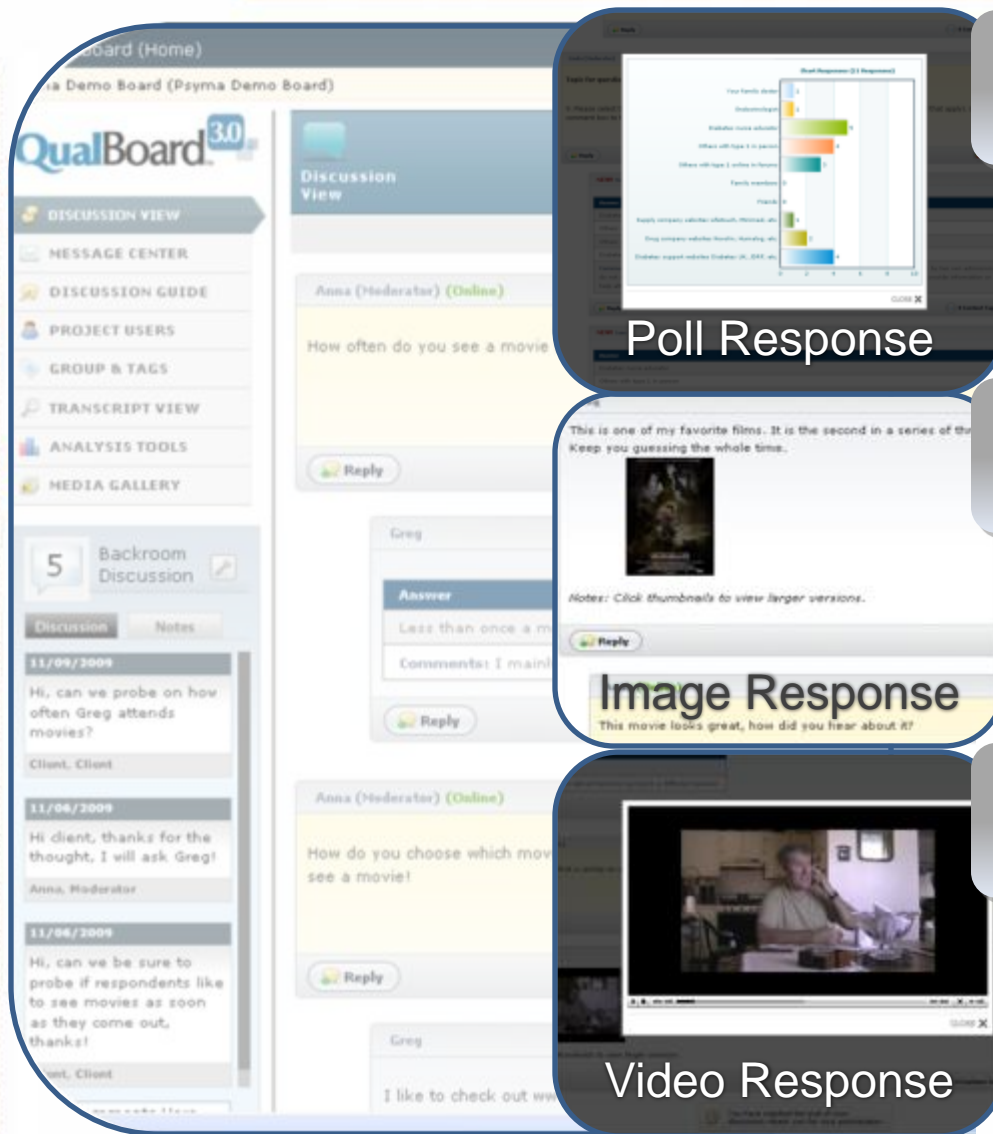
Context Research Example

2 weeks of research...



- Multiple themes were derived from online communications that acted as the foundation for discussion topics in the next research phase.
- Country differences in communication as well as emotions were found and used to appropriate the tone of discussions.
- Throughout the next phases of a multi-methodological project; context research was used periodically as a “checks and balances.”

True Perspective Online



What?

True Perspective Online is a custom online community led by a moderator allowing both group discussions and individual interviews

How?

Respondents interact with the moderator and other participants through text, image, and video submissions. Polling is also an option

Why?

Client teams have 24/7 access to respondent posts, which tend to be more open and honest in nature, giving you a “real time” connection to your consumers.

True Perspective Online Examples

Home Procedures

- Respondents in 5 countries took part in a 6-week study chronicling storage and use of a home injection kit
- Respondents used handheld video cameras provided by Psyma to capture injections
- Never before seen video of patients injecting at home led to improved ergonomics and instructional materials

Personal Hygiene

- One-month online discussion and respondent video exploring women's needs in a "private" public space
- 4 segments of women selected based on different life stages personal hygiene needs
- Fueled company-wide innovation effort to re-engineer the entire space

Lifestyle Disease

- Ground breaking exploratory study on the effects of a lifestyle disease on the newly diagnosed
- Spanning 4 countries and 4 segments based on life stage and culture
- New understanding about how to communicate with end consumers whose lives are affected by their products

Chinese Business IT

- Hybrid methodology using online discussion boards as a springboard into ethnography
- Constructed online communities of employees and owners of small and medium-sized businesses
- Gathered data on a new market that enabled ethnographic site visits uncovering the drivers behind actions reported online



Ethnography



What?

Ethnography allows immersion into a respondent's natural environment, acknowledging the influence that peripheral stimuli and context have on behavior

How?

Site visits to the spaces in which respondents live and work, lasting hours or days, where teams have a high level of observation and interaction with respondents

Why?

Understanding consumer behavior on a holistic level, analyzing both psychological and environmental cues, will provide client teams with a deeper understanding of their consumers' articulated and unarticulated needs

Techniques

- Day-in-the-Life
- Site Snapshot
- Lifestyle Diaries
- Disguised Field Observation
- B-to-C and B-to-B

Ethnography Examples

Food Packaging

- Packaging manufacturer faced with disruptive technology developed by a competitor
- Fieldwork conducted in 5 countries to account for cultural differences in the purchasing and consumption of beer and dairy products
- End result: 250+ product concepts, 15 of which moved through to concept testing

Party Planning

- Home visits in 3 US markets with respondents who planned 3-5 social gatherings per month
- Uncovered the social and emotional drivers behind hosting frequent gatherings
- Revitalized a stagnant product pipeline focusing on consumer unmet needs

Spy-cam Shop Along

- A mature market with low customer retention and commoditized services
- Shop-alongs in 2 US markets with covert video recording equipment to minimize researcher impact
- Prompted a review of hiring process and employee training to improve consumer experience with customer service representatives

Chinese Business IT

- Hybrid methodology using online discussion boards as a springboard into ethnography
- Online participants reported a great deal of trust in brands, when budget permitted
- Office visits revealed heavy reliance on “whitebox” or hand built computers



Traditional Experience

Pharmaceutical



Consumer/
Packaged Goods



Automotive



Telecomm/
IT



Industry/ Service



What is Your Research Objective?

Ideal Methodology		Context Research	True Perspective Online	Ethnography	Traditional
Research Objectives	Exploratory/ "Blue Sky"				
	Specific Area of Interest				
	Concept/ Message Development and Testing				

At Psyma we prefer to fit the methodology to the research objective vs. relying on standard tools. Most research problems require a hybrid approach of more than one methodology.

What Makes it Work?

***We are
Global...***

There are 18 Psyma research companies worldwide as well as long standing relationships in emerging regions such as China, Brazil and Eastern Europe.

***We are
Researchers...***

We have no sales staff at Psyma International; all of our employees are researchers. Your consultant is your main point of contact for the duration of the research and analysis.

***We are
Invested...***

Meeting your research objective is our top priority. We work with your team to custom design the best methodology or combination thereof to meet your research needs.

***We are
Relevant...***

We strive to provide the most effective research approach; whether online, traditional, or a unique combination. If the best methodology does not exist, your Psyma team will create it.
