



Produkt + Markt – Marketing Research

Clarity - Reliability - Inspiration

About Produkt + Markt

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01 | Our Core Values

Core Values

WE WANT OUR CLIENTS TO BE SUCCESSFUL AND HAVE THE KNOWLEDGE THEY NEED TO MAKE CONFIDENT AND FORESIGHTED DECISIONS AT ALL TIMES.

That's why we've made it our mission to provide you with relevant consumer and market insights.



Clarity

We help you to keep pace with an increasingly complex world by focusing on the essentials. We show you what is really important.



Reliability

We take a systematic and scientific approach to our research. Our clients can rely on our work because we take responsibility for the project from start to finish. It is our goal to contribute to your long-term success.



Inspiration

So many aspects of daily life are changing. We have the knowledge, inspiration and creativity to help you rise to the challenges and seize the opportunities these changes bring.



02 | Our Core Competencies

Industry Expertise

AGRICULTURE, Agricultural Technology, Animal Health and Nutrition, Automotive, Beauty & Personal Care, **B-TO-B**, Energy, Crop Science, **CONSUMER**, Durables, Financial Services, FMCG, Food & Beverages, **HEALTH CARE**, Health Services, Household Appliances, NGOs, Public Services, **SHOPPER** & Retail, Travel & Transport, Telecommunications



Fields of Research

ATTITUDES, Advertising Research, **BEHAVIOUR**, Brand Research, Brand Strategy, Concept Evaluation, **CREATION**, Customer Experience, Customer Journey, Customer Loyalty, Customer Feedback, Employee Research, Employee Activation, Ethnography, **EXPERIENCE**, Ideation, Immersion, Innovation, Market Simulation, Mobile Research, Mystery Shopping, Needs, Opinion Research, POS-Research, Pricing, Product Research, Satisfaction, Segmentation, Shopper Research, Smart Data, Social Media Research, User Experience, Visualization





03 | Our Methods and Tools

Develop successful innovations

TREND|CAFÉ

A network of creative consumers who develop new ideas and concepts for you. [more...](#)

IN|SPIARY

Your exclusive and creative online community for national and international co-creation projects. [more...](#)



DESIGN THINKING PROCESS

Our certified facilitators help you to develop customer-focused and innovative solutions. [more...](#)

DESIGN THINKING TRAINING

Take advantage of our training opportunities to get to know the principles of effective design thinking and the appropriate moderation techniques. [Contact](#)



Test concepts and simulate opportunities

ALAS|CA

ALAS|CA is our suite of conjoint methods to assess product design, pricing, segmentation according to utility and market simulation. [more...](#)

Concept Testing

We test the potential success of your innovations using qualitative, quantitative and hybrid methods. Our guarantee: clear recommendations and suggestions for optimization. [Contact](#)

SENSE|FIT – taste test and more

Our tool to determine the monetary value and optimal configuration of the brand, communication, packaging and taste. [Contact](#)

AD|OPTIMIZER

The AD|OPTIMIZER analyses the impact of your advertising from both an emotional and rational cognitive perspective. [Contact](#)



Gain a better understanding of consumers

The classic tools

Our focus groups, in-depth interviews or duos take us below the surface of what can be objectively seen and heard so we can access the customer's mind. [Contact](#)

Ethnography

Ethnographic research allows us to become immersed in the world your customers live in. Your advantage: authentic and inspiring insights to give you a leading edge. [more...](#)

Structural constellations

Constellation exercises reveal latent interdependencies along with motives and barriers that are hard to verbalize. An unconventional method providing input for your strategy. [more...](#)

Market Research Online Communities

Your exclusive customer community is available online and offline. Use your target audience as a pool of ideas, as test persons and as a source of inspiration. [Contact](#)



Managing the brand-consumer relationship

VAL|LERY

Based on a dynamic model, VAL|LERY uses pictures to measure your customers' emotions, motives and needs as well as to show what drives your brand. [more ...](#)

BRAND|VIEW

“Quantitative role play”. Your brand is viewed as a person and experiences typical everyday situations. Output: inspiration for effective brand management. [more ...](#)

BRAND|25

25 respondents, 5 stages, a whole lot of insights. BRAND|25 is a powerful workshop to reveal the conscious and unconscious perception of your brand. [more ...](#)

BRAND|CHECK

Brand controlling means knowing the status quo of the brand and steering it in a certain direction. BRAND|CHECK provides all the information you need. [Contact](#)



On the track of the shopper

Accompanied Shopping

The purchase decision is rarely rational and the reasons hard to fathom. We observe the shopper and ask questions for clarification to supply relevant insights. [Contact](#)

POS Interviews

Here we meet your customers for sure, learn about their shopping experience and satisfaction, get their suggestions for improving the experience. [more ...](#)

Shelf Test – Eye Tracking

We measure and analyse the shopper's conscious and unconscious actions. You obtain crucial tips for the perfect placement of your products. [Contact](#)

Shopper Segmentation

If you want to boost your sales with POS campaigns, you need to know what makes your customers tick. This is where our segmentation comes in. [more ...](#)



Manage the customer experience

Customer Feedback

We ask customers about their experience at relevant touchpoints in real time. Your advantage: you can take immediate and specific action.

[Contact](#)

Mystery Research

We slip into the role of your customers and experience the touchpoints first-hand. Your advantage: valuable insights for successful CX management. [more...](#)

CX|Insider

This diagnostic tool evaluates internal drivers and barriers as the basis for recommendations on how to increase the efficiency of CX management. [Contact](#)

Real Time Dashboards

Information and knowledge can be quickly obtained for different functional areas using role-based dashboards. [Contact](#)



At home all over the world

We offer a full range of services and don't stop at national borders. Produkt + Markt is the exclusive representative for Germany in the World Independent Network of Market Research (WIN), which currently includes around 50 member states. This means you have one central contact that speaks your language at the same time as international inspiration and expertise for your global market research projects.

Information about WIN and our partner agencies:

[WIN](#)





04 | Facts and Figures

Facts and Figures



Company Facts

- Founded: 1973
- Office: Wallenhorst
- Number of employees: 130
- Corporate form: GmbH & Co. KG



Online Panels

- agri|prompt – 70,000 agricultural businesses
- POWER|FARMER – 500 agricultural businesses
- doc|prompt – 15,000 healthcare professionals



Memberships

- WIN – World Independent Network of Market Research
- ESOMAR
- ADM
- EphMRA



Certifications

- DIN EN ISO 9001 – Quality Management
- ISO 20252 – Market Research



Group

- **Produkt + Markt** – Market Research and Marketing Consulting
- **MARKET phone** – Company for Data Collection by Phone
- **pm+** – Data-Based Consulting and Client Services



Turnover of Produkt + Markt / pm+

- € 17.8 million



04 | Your Contacts at Produkt + Markt

Your Contacts

Katja Birke

Health Care Research

+49 5407 885103

kbirke@produktundmarkt.de

Dr. Dirk Aderhold

Global Agribusiness Research

+49 5407 885211

daderhold@produktundmarkt.de

Claudia Greischel

Customer & Consumer Research

+49 5407 885132

cgreischel@produktundmarkt.de

Axel Schomborg

Customer & Consumer Research

+49 5407 885141

aschomborg@produktundmarkt.de

Dr. Ludger Rolfes

Animal Health & Nutrition Research

+49 5407 885239

lrolfes@produktundmarkt.de

Gabriele Klumpe

Applications for Employment

+49 5407 885191

gklumpe@produktundmarkt.de

Lydia Smid

Data Privacy Officer

+49 5407 885224

lsmid@produktundmarkt.de

Gerd Sies

Field Services and Interviewers

+49 5407 885125

gsies@produktundmarkt.de

Christa Demuth

Marketing and Public Relations

+49 5407 885172

cdemuth@produktundmarkt.de

Internal Services

General Inquiries

+49 5407 8850

info@produktundmarkt.de