



COMCON

RESEARCH

Market and Media Research



COMCON

RESEARCH

YOUR TRUSTED
PARTNER

We help our clients to choose the optimal strategy of behavior in the market and to find a flexible response to consumers' changing preferences.

You can entrust us to conduct complicated and important research projects.

Responsibility and business ethics are the cornerstones of our business.

BUSINESS AREAS



FULL-SERVICE COMPANY

COMCON
RESEARCH



Fieldwork



Data processing and Analysis

WIDE GEOGRAPHY

190

Partners all over Russia

A wide network of
partner research
companies


210

Russian cities

Conducting surveys in
CIS and Baltic countries

4 000

interviewers



Wide regional
network

High-skilled
interviewers

Interviewers'
trainings

Total
quality control

Top-Quality Fieldwork

Detailed briefings

Competent
Field managers

Exactness during project
setup and coordination

Motivation
system

QUANTITATIVE RESEARCH



F2F in-home interviews



Expert interviews



In-hall tests, CAWI



Street interviews (using tablets)



CATI



In-store interviews (using tablets)



Online



Observation

VAST EXPERIENCE OF IN-HALL TESTS



Expertise in testing
complicated products



Carefully chosen
locations for hall
tests



Well-considered quotas
for providing a
representative sample



High standard for fieldwork
quality control during hall tests

ADVANTAGES OF ONLINE SURVEYS



FAST



RICH IN CONTENT



VALUE FOR MONEY

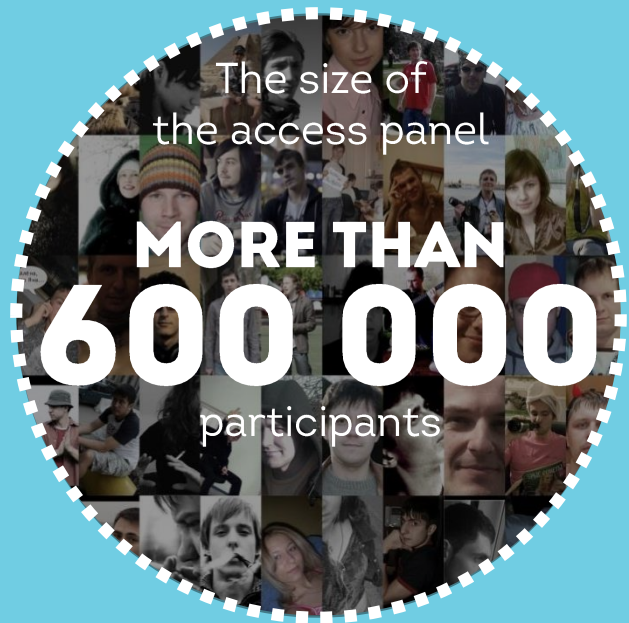
Testing of

- + Communication concepts
- + Designs/ packages
- + Scenarios
- + Audio- video-

TRY DEMO



ACCESS PANEL FOR ONLINE SURVEYS



10-15

thsd. per month
panel increase

90%

panelists'
satisfaction level

32%

response rate

88%

completion rate



Incentives: mobile phone account refill, lotteries



Geography: Russia, Ukraine, Belarus

TELEPHONE SURVEYS: CATI

CATI – Computer-assisted telephone interviewing



30

CATI-stations
in St. Petersburg

>100

CATI-stations
in Russia

- ⊕ Landline and Mobile phone calls
- ⊕ We call throughout Russia
- ⊕ Recruitment for F2F and online interviews
- ⊕ 100% of audio recording

RADIO AD HOCS



Call-out

Finding the best scheduling for top songs

Auditorium Music Test (AMT)

Testing of the radio station music library

Positioning Survey

Concept developing, niche search, positioning

QUALITATIVE RESEARCH

Wide range of methods

- ⊕ Focus groups
- ⊕ In-depth interviews
- ⊕ In-store observations
- ⊕ Home visits with product testing
- ⊕ Workshops
- ⊕ Insight communities
- ⊕ Online bulletin boards and MROCs
- ⊕ Shop-alongs in ViewScan glasses

FOCUS GROUP FACILITIES

COMCON Research has a well-equipped focus room with Gesell one-way mirror



St Petersburg downtown



Spacious and cosy focus room with shelving & flipchart



Mirror viewing for 8-10 clients



Audio and video recording



Web streaming



Simultaneous translation



Equipment for audio and video tests



Wi-Fi

ONLINE BULLETIN BOARD



5 days
recruit

3-10 days
discussion

15-20 respondents

1-2 moderators



Discussion in writing



Creative home tasks



Diaries

RECRUITMENT WARRANTY



A special division
for respondents recruitment



Limit of involvement
within discussion topic



Three-staged respondents screening



Database of all respondents
for the last 10 years



ID card checking at entrance



Great experience in
hard-to-reach respondent recruitment

EVERYTHING IS POSSIBLE WITH US

If none of the approved existing research methodologies meet a client's tasks, COMCON Research's brain-team is willing to develop a unique solution.

We are always open for challenge in search of insights which make our clients' business successful.



OUR TEAM



Elena Khlyupova

CEO

Research Experience – 15 years



Anna Pushina

Group Head of Quantitative dpt

Research Experience – 5 years



Vera Kopeykina

Head of Qualitative dpt

Research Experience – 10 years



Irina Mishenko

Head of Field dpt

Research Experience – 20 years



Nadezhda Roguzhtseva

Head of Quality Control dpt

Research Experience – 15 years



Elena Mikhaylova

Head of CATI dpt

Research Experience – 10 years

OUR CLIENTS



COMCON

RESEARCH

LET'S WORK TOGETHER!

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