

THE MORE COMPLEX YOUR OPERATING ENVIRONMENT, THE MORE IMPORTANT THE ROLE OF RELEVANT RESEARCH.

We scan your markets, sectors and customer groups from every angle. We have your goals on our radar!



The digital revolution, unpredictable consumers, autonomous brand democratisation, and hyper-complex systems of value creation – companies today are operating in environments of a complexity never seen before.

Suppliers of products and services have questions that need answering. How can we make decisions today that are right for tomorrow and the day after? How can we reconcile economic objectives with all that's expected of corporate behaviour? With over 30 years' experience in brand research, GIM can help you remain relevant and visible in such phases.

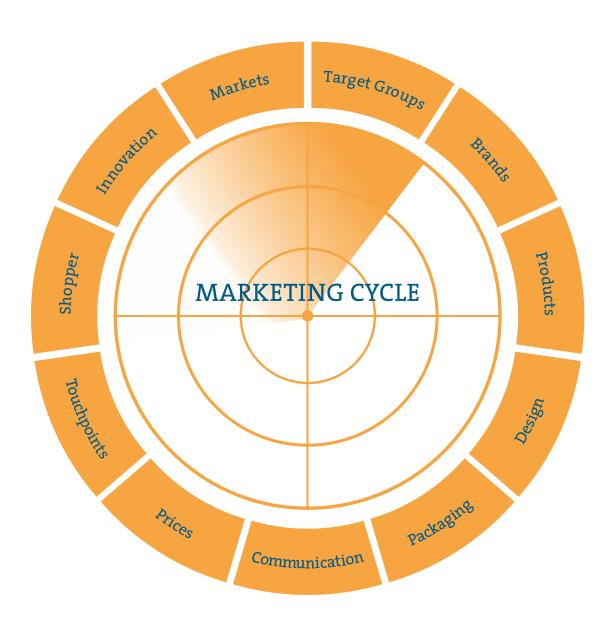
Why is this important for you? Perhaps because our analyses have always delivered great use value. What we don't provide is abstract advice that needs decoding before you can begin to understand it. On the contrary, our insights can be used as simple, direct input for your strategy development, whether for your brand, your target groups and products, your communications, or for innovations.

We have your goals on the radar. Our research gives you a bird's eye view of your market. It serves as an early warning system, identifying relevant developments in good time and allowing you to adjust your decision-making funnel to your targets. We can't wait to accompany you through this process!

Learn more about us on the following pages.
Relevance Counts, Welcome to GIM!

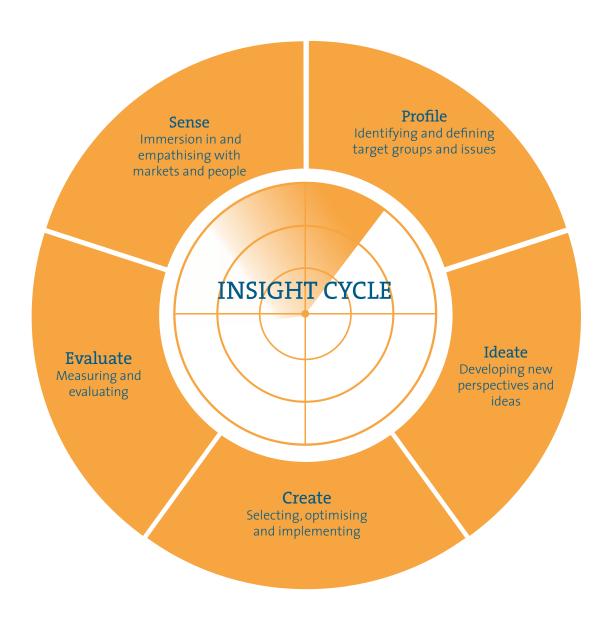
YOU MAKE YOUR DECISIONS BASED ON RELEVANT FINDINGS. WE DO THE RESEARCH FOR YOU.

Our research looks at today's sophisticated markets and the relevant decision-making arenas in which modern market research and marketing departments operate. Learn more about the topics we research and how we go about it.



Marketing Cycle: the right research for your marketing task.

GIM accompanies you in developing products and marketing strategies to suit your target groups, and then tests their acceptance in the market. We're at your side as the initial idea is created during proven innovation processes, through the concept phase, right down to the market launch. We even go beyond this and measure subsequent performance. We have research products tailored to every aspect of marketing (see Page 25 for details).



Insight Cycle: research to back up your value creation funnel.

Based on our SPICE Insight Cycle (\mathbf{S} ense – \mathbf{P} rofile – \mathbf{I} deate – \mathbf{C} reate – \mathbf{E} valuate), we support the development processes for your brands, products and services. In other words: we give you the exact insights you need at each stage in the project. SPICE configures our research process in line with your value creation funnel. We can support you every step (or just some steps) of the way.





The mobility of tomorrow is developing amid extremely complex and conflicting priorities: while urban mobility patterns are still very traditional, key developments in technology and policy making are leading to heated debate. On top of this, the established mobility providers are being challenged by ambitious urban stakeholders and digital newcomers outside the industry.

We carry out research for you in all the major markets. Design clinics or strategic baseline studies, autonomous driving or electromobility, you name it: GIM Automotive & Mobility addresses the most relevant questions about the product, brand, target group and mobility behaviour.

Automotive@g-i-m.com



The way to tap the full potential of today's health market is to successfully address the current needs of the healthcare professional, the informed patient, and the health-conscious consumer. Based, of course, on a full appreciation of the underlying circumstances.

The GIM Health team understands the stakeholders, whether we're talking about pharma, consumer health, diagnostics, medical products or animal health. We accompany health products – which may be anything from an oncology drug or a modern wound dressing, down to a nutritional supplement – throughout the entire product life cycle. And we put you on the road to success in this dynamic environment.





The best in research services over three decades

Founded in Heidelberg in 1987, GIM has long ranked among the ten most important full-service market research institutes in Germany. We conduct research for brand name companies, industrial corporations and service providers. Owner-managed and independent, we offer you substantial qualitative and quantitative research expertise and experience in over 30 sectors (B2B, B2C and B2E) on a global scale – with one of the broadest method portfolios in the research market.

A portfolio in keeping with a large company but with the individuality of a small player

We aim to develop along the lines of steady organic evolution. With an annual turnover of 25 million euros and a team of over 120 staff, we occupy a position somewhere in the middle of the sector. This means we can provide you with personal service along with the full range of qualitative and quantitative research that our industry

has to offer. From high-end creative workshops through complex clinic designs down to elaborate smart data analyses: from us you get the research you need – on a personal level.

Why GIM? Because our clients are among the most satisfied around

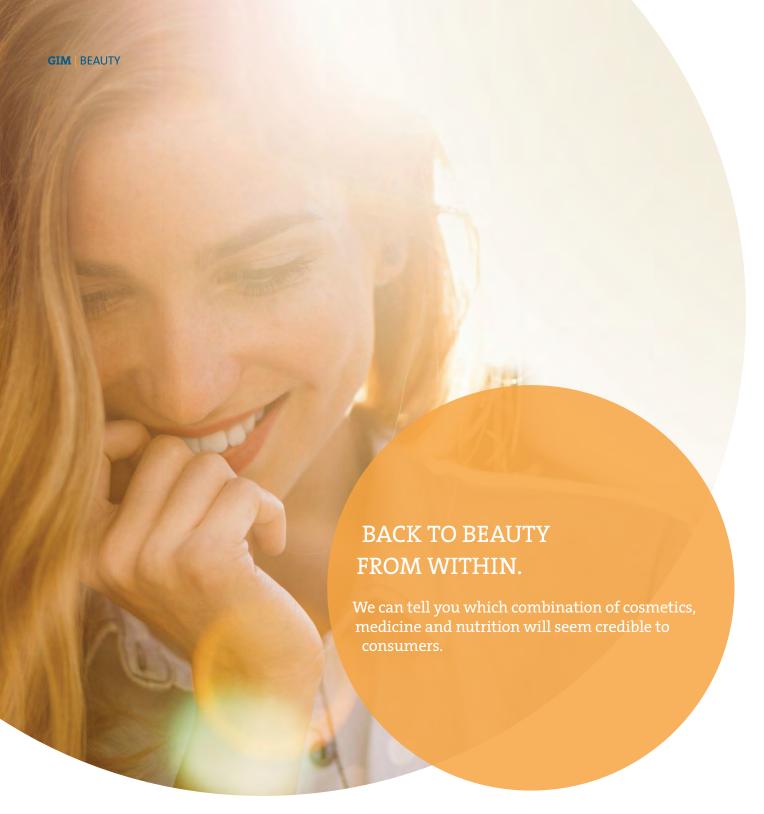
In 2013, GIM took joint first place in the largest independent survey yet carried out on client satisfaction within Germany's market research sector. And the feedback from our clients tells us that this was more than just a 'snapshot' result. The 2015 Image and Reputation Study provides further confirmation. What makes our customers so satisfied? The high quality and reliability of our work, our rigorous service orientation and our calm, confident command of the trade. Nor should the 'human touch' be underestimated. Clients have always been able to depend on GIM as a trustworthy and human partner which can cope with the most unusual and challenging research in any situation, no matter how critical.



Relevance counts. How can you benefit from our research?

The market research sector is in transition – new players and new offerings, throwing up many questions for you as the person responsible in the commissioning company. In this phase, we separate the important from the unimportant, for instance when selecting a research design, generating data, but above all in analysing and classifying qualitative results and large amounts of quantitative data. Our results can be smoothly integrated into your product, brand and target group strategies. Which is what makes our research relevant for you. And that's what counts! Relevance counts. It's what we stand for in the market, our promise to you.







Beauty and body care/skincare represent an area of research that's often difficult to access: brand loyalty, purchase decisions and usage behaviour are influenced by conflicting emotions, and play out in a world of multiple options subject to rapid shifts in meaning.

The GIM Beauty experts have wide-ranging experience in every body care and beauty segment, and have developed a passion for and curiosity in beauty and body care/skincare. From 'hair to foot', from insight to POS, from concept to packaging – we help you make the crucial difference to boost your appeal!

Beauty@g-i-m.com



In an area with modest consumer involvement, the challenge for manufacturers is to win over customers with new products and benefits. The demand for intelligent, innovative product solutions along with the change in traditional role models calls for fresh angles on product development, communication and design.

Our cleaning & washing specialists accompany you throughout the entire research process, from the generation of inspirational consumer insights down to the testing of product concepts and communication approaches. Based on our broad spectrum of methods, we at GIM offer you convincing, made-to-measure research approaches for your problems and questions.





Wilhelm Kampik

What are the trends shaping the market research industry today? What do these developments mean for market players? And which strategies will help you stay at the top after decades of success?

An interview with GIM's Managing Directors, Wilhelm Kampik and Stephan Teuber.

Digitalisation, new competitors, ever higher customer demands: the market research sector is in a state of upheaval. How would you assess the current dynamic?

Wilhelm Kampik: It is indeed an exciting phase. UX, CX, design thinking, and players with a business model based largely on secondary data – these and other developments are really challenging the established full-service providers such as GIM. But we're taking it all in our stride.

Stephan Teuber: It's true, the future of market research is currently the subject of intensive discussion – and not for the first time! We firmly believe there will always be a market for serious research. Our clients expect us to deliver objective, valid and robust findings about their customer groups, and we'll continue to do just that in future.

So you're saying that a valiant cry of 'Carry on as before' is enough to deal with change?

Stephan Teuber: No, of course not. We have to actively manage the changes but stay calm in the process. The best way to do this is via our portfolio. In recent years, for example, we've seriously expanded our quantitative research capacity – just take our 'Data Experience' team with its focus on smart data. New means of online data surveying, automated reporting, and dashboard solutions are now standard for GIM – as is virtual reality when it comes to data collection.

Wilhelm Kampik: In confronting change, our portfolio is just one side of the coin. The other is the structure of the GIM network, which is why we wasted no time founding 'GIM China' in Shanghai



Stephan Teuber

in 2015. Given the continuing internationalisation of our research in one of the world's major markets, we decided we wanted to be represented there with our own brand in the interests of our clients.

What consequences do the measures you've just described have for the 'GIM' brand?

Wilhelm Kampik: It has to develop without neglecting its core values. That might sound banal, but in fact it isn't when it comes to the real-life business world.

Stephan Teuber: New offerings, branch offices, subsidiaries, you name it. We'll never stop putting quality and expertise first for our clients. It's part of our brand DNA. And branding aside, it's what our clients expect of us.

What do you mean exactly?

Stephan Teuber: 'Relevance', our new brand positioning element, means we're underscoring our determination to provide quality to our clients. In short: relevance means we make a point of separating the important from the unimportant at every stage of a

research project – from the first briefing, to instrument development and data collection, right down to analysis and reporting consultancy.

Wilhelm Kampik: Our clients end up with relevant results: substantiated content that's easy to understand and directly applicable to in-house processes!

And your clients appreciate this?

Wilhelm Kampik: Yes. Their appreciation is evident not least from our excellent performance in 2013 in the largest independent survey yet carried out on client satisfaction within the German market research sector: GIM achieved top ratings, which means we are among the institutes with the most satisfied clients. And we are also one of the most attractive employers in our industry.

Stephan Teuber: And it's to ensure our continued presence at the forefront – both when it comes to employer branding and client satisfaction – that we constantly question our work and its underlying principles.





Providers of financial and insurance services along with companies in the energy and telecommunications sectors are faced with daunting tasks: sales- and market structures are imploding as a result of digitalisation; end consumers are becoming more discerning and more inclined to switch products; the familiar codes they normally depend on are in flux; the political framework is more complex than ever.

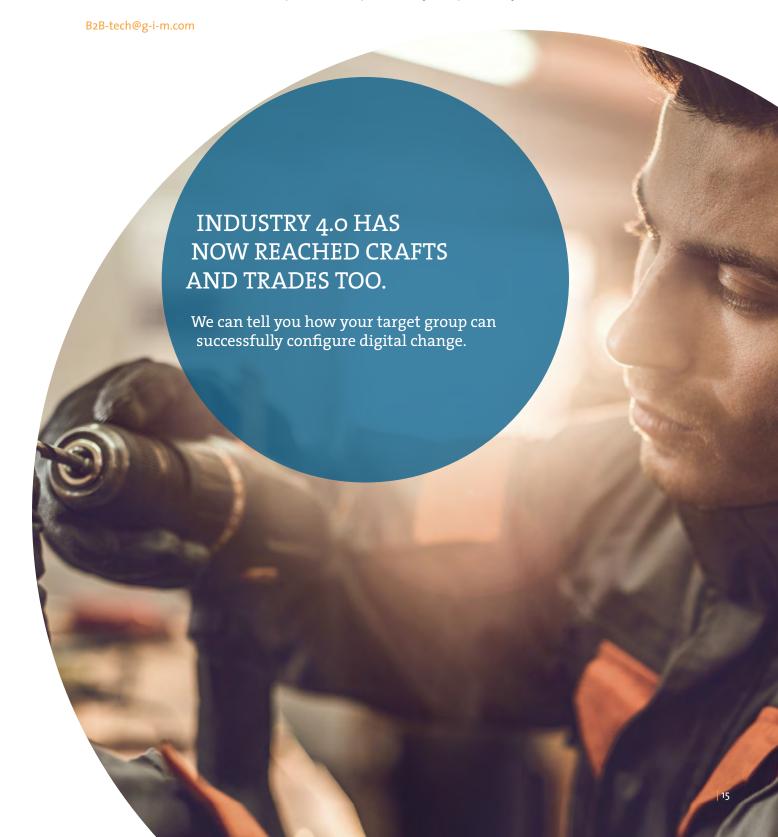
For years now, GIM has been conducting research for clients from these key service areas, including many Dax-listed players. We offer baseline studies, target group and brand core analyses, touchpoint analyses, and studies on customer satisfaction, corporate identity, and much more besides. We guide you through the changes.

Services@g-i-m.com



Successful B2B research into technical and technological products calls for expertise in the field, research methods geared to decision-makers and professional users, and field organisation centred around an ideal infrastructure. And it addresses trends of concern to your B2B target groups via methods such as customer journey research, UX and design research, or Industry 4.0 research.

Based on our wide-ranging method portfolio, we at GIM offer you specific technical know-how in the fields of power tools, fastening technology, industrial cleaning, heating and ventilation technology, renewables, logistics and utility vehicles. For decades now, our team has been researching target groups and services for renowned international manufacturers and medium-sized companies – both quantitatively and qualitatively.





GIM is different – our clients say so too!

Many of our clients see GIM as an institute with a difference. Over the decades, unanimous feedback has confirmed that we've always managed to operate slightly 'out of sync' with the mainstream institutes, and we are of course delighted to hear this! It may be down to the way we approach research challenges, or how we work with and for our clients. Or perhaps it's due to our independent status within the market, which allows us the luxury of 'free thinking'. But we owe the greatest debt to our staff!

Our team: diversity, dialogue, 'creative friction'.

The team at GIM consists of researchers from 15 different academic disciplines – a diversity of substance and character that any company can only dream about! Differing points of view and different temperaments make for plenty of dialogue and 'creative friction', which ultimately leads to even better research results. That makes us enormously proud! Our team sense it, and they reward us with one of the lowest fluctuation rates in the market.

GIM Band: a USP in our industry – team spirit par excellence.

Our very own company band – unique within the market research sector – has been rocking at internal and external industry events since 2013! Whether at GIM Summer Camp, Research & Results in Munich, the 'Insights' conference in Nuremberg, or other trade gatherings, our musicians wow their audiences wherever they play. Musicologists join with experienced big band members and self-taught musicians: GIM Band is a colourful mix of people with a passion for music and research. Razor-sharp guitar riffs, booming drum sets, scintillating keyboard sequences, sensitive saxophone solos – all this and more, well-rehearsed and in harmony, produces the sound of GIM beyond the world of discussion guides, workshop concepts, conjoint analyses and dashboard designs.

The GIM Academy (and more): becoming smarter with the help of colleagues.

Continuing education has always been an essential building block in staff development at our company. At the heart of GIM's internal



'Centre for Learning & Development' (CLD) is the GIM Academy. The Academy imparts basic market research skills and provides an environment in which to practice the management of complex issues. What makes it so special is that its trainers are recruited mainly from within the company's workforce, and the training sessions are normally devised, prepared and conducted within a team. Other formats are likewise very popular, for example our 'Lunch & Learn' scheme: joint lunch-breaks devoted not just to the meal but also to coaching colleagues in how to manage specific projects, methods and subject matter.

Offline and online: table football tournaments, skiing holidays and GIM Radar.

The cohesion of our tight-knit team is reflected in both the real and digital worlds. Beside the impressive examples of communicative and artistic cooperation mentioned above, our staff regularly organise joint events such as table football tournaments or skiing holidays. A special feature of our digital teamwork is our company blog entitled 'GIM Radar'. We've been blogging on lots of subjects such as trends, brands, market research issues, and of course ourselves (!) since 2014. Our marketing team works hand in hand here with colleagues from all departments. Our Radar is a unique success story in the market, due not least to the collaborative editorial work.

Everything for the team: employee orientation as a CSR principle.

"Our employees are our most important asset." How often have we heard or read this sentence in the business world? At GIM we do everything to prevent it becoming a mere cliché. Employee orientation is the mainstay of our corporate social responsibility



strategy. For us this is all about regular health check-ups, (continuing) training, and measures to make the workflow more flexible and family friendly, plus a lot more besides. But it all revolves around the way we work, which has always been shaped by an error culture based on tolerance. This gives us the space we need to produce creative research of the highest calibre for our clients.





Living environments around the world are undergoing profound changes that are driven by powerful trends such as the extension of the living area into the garden, the aestheticisation of everyday items, a strong focus on user experience, and of course ubiquitous digitalisation.

Against this background, we research on your behalf all those product areas to do with house and home, ranging from garden tools to cooking and kitchen utensils, white goods, and entertainment electronics. We pay special attention here to state-of-the-art technologies and connectivity solutions. But without ever losing sight of the 'analogue world'.

Home-tech@g-i-m.com



The fusion of futuristic digital innovations and powerful 'analogue' consumer trends is currently creating an ultra-dynamic feel in the food sector. Online delivery services, Convenience 3.0, superfoods, 'free from', nature food, organic, vegan, regional – the performance of producers and the retail trade is under scrutiny.

We've been conducting research for the food industry since our foundation, and have stayed very much in touch with the consumer ever since. This is why we're in a position to decode this complex web of trends for you — with baseline studies and target group analyses, studies on in-home usage and product development, product tests, flavour tests, trend research, and much more besides.



GLOBAL RESEARCH FOR GLOBAL BRANDS. WE CONDUCT RESEARCH WHEREVER OUR CLIENTS HAPPEN TO BE.

We've been doing brand research for as long as we can remember. Today this research covers more than 50 countries in all five continents, carried out with passion according to GIM quality standards. In our work, we call on proven partnerships with local institutes, or turn to our own GIM network of branches in Germany, China, France and Switzerland.



>50 %

OF TOTAL TURNOVER FROM **INTERNATIONAL RESEARCH**



16 LANGUAGES SPOKEN AT GIM





Digitalisation is currently reconfiguring the framework within which the retailer, manufacturer and shopper operate. And yet the retail store of the future will always remain a place that is all about people. Anyone seeking success in tomorrow's world must start thinking now in terms of 'two worlds', combining digital with analogue, online with offline, virtual with local.

Amongst other things, GIM's shopper research helps you analyse shopper actions and understand the motives behind them – at the place where it's most relevant, namely direct at point of sale. Our wide selection of solutions ranges from sensor-supported observations through virtual shelf tests down to qualitative mystery shopping and eye-tracking, as well as classic POS surveys.

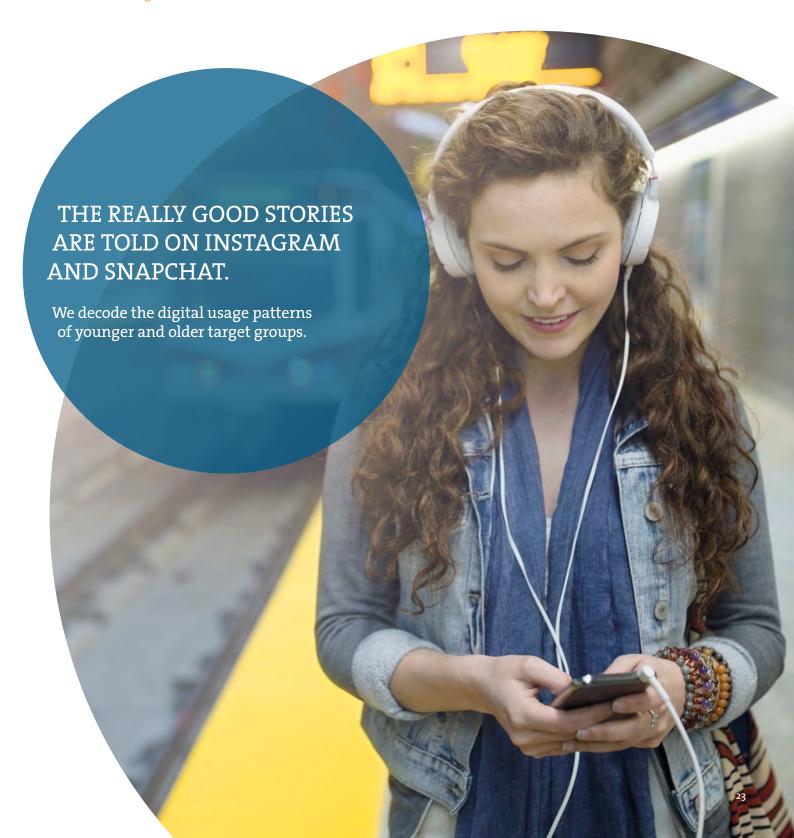
Shopper@g-i-m.com



The media world is in a state of upheaval – parallel use of media, crossmedia content and a growing number of touchpoints are raising complex questions. This makes it increasingly tricky for media providers to gear their content, communication and brand positioning to the intended target groups.

We analyse media usage in terms of contexts, settings and situations, and offer a repertoire of methods that allow a deeper understanding of this field. We do the research to make your target group strategy succeed.

Media@g-i-m.com







It's vital for today's public institutions, whether economic development agencies, cultural facilities, political parties or state-run programmes, to position themselves successfully, know what their target groups expect of them, and ensure a sustainable income for themselves via efficiency and evaluation.

We use proven methods from qualitative and quantitative research to draw a detailed picture of an institution's current situation, including the public awareness, perception and acceptance it enjoys and what the public expects of it. In addition, we provide concrete pointers on how to optimise your communications and offerings. Drawing on our research, we work with you to derive concepts for further development.

Public@g-i-m.com

INNOVATION

Made-to-measure innovation projects in the fields of products, brands, services, POS and strategy, both B2B and B2C. We offer a multitude of method formats such as innovation workshops with lead users, trips to metropolitan centres, vision labs with experts, or international co-creation labs – as stand-alone projects, offline and online, embedded in our future and trend research.

MARKETS

Baseline studies on specific markets and categories deliver profound insights and a fundamental understanding of the market and its customers. They are therefore invaluable as a source of guidance for strategy or positioning – nationally, internationally, globally.

TARGET GROUPS

Versatile study designs for research into target groups, such as insight generation, segmentations, usage & attitudes, socio-cultural lifestyles and consumer styles, ethnic research, and specific target groups (e.g. young people, 50+, deciders, migrants, etc.). ICU™ (GIM Integrated Customer Understanding) is a unique tool which has further enhanced our expertise in target group research.

BRANDS

Profound analysis of brands with the aim of creating a viable basis for brand management and marketing strategies. This includes brand core analyses, positioning studies, value research, feedback research (brands and target groups), brand presence analyses, image testing and tracking. ICU™ is a unique tool which has further enhanced our expertise in target group research.

PRODUCTS

Research into the complete 'product history' (both for physical products and for services), including innovation studies, product development, usage & attitudes, product evaluation and optimisation, packaging tests, total offer, handling, and the customer and user experience.

DESIGN

Research into the multi-sensory perception of product designs and the effect they have on consumers. In other words we look at design as a holistic phenomenon, also in the context of the user experience. This explains our multi-method approach, embracing the use of apparatus and semiotics, but always in combination with proven qualitative or quantitative research procedures.

PACKAGING

Modular and multi-method research into packaging development, from status quo analyses with consumer and expert insights through co-creation workshops and concept development down to the optimisation of draft designs in implicit and explicit packaging tests (with the help of apparatus, combined with classic qualitative or quantitative methods).

COMMUNICATION

Communication research in all its strategic and tactical facets: this includes the development and testing of communication strategies, the analysis of concrete communication channels and the classic testing and optimisation of creations at every stage of the process (e.g. treatment, storyboard, TVC, print ads, etc.), as well as measuring and monitoring the success of an ad (ad tracking).

PRICES

Ascertaining the (monetary) value that consumers ascribe to products or services: this also takes account of 'consumer variables' such as price interest, price sensitivity, price image or price awareness.

TOUCHPOINTS

Testing and developing the customer journey along all the analogue and digital touchpoints, with specific qualitative and quantitative tools to understand and measure their role and relevance; subsequent identification of drivers, barriers and segmentations encountered on the customer journey.

SHOPPER

Exploring every facet of multi-channel, shopper and retail marketing, with combined problem-solving approaches and methods, e.g. video observation, virtual shelf tests, mystery shopping, (digital) signage tests, innovation workshops, quantitative studies, eyetracking, web shop analyses, and lots more besides.



Relevance is vital
wherever unforeseen
changes, problems and
opportunities arise. It shows
us how to rethink things
and revise our actions.

Knowledge that doesn't lead to action is interesting but not relevant.

It's only through relevance that meaning, understanding and insight can emerge.

Relevanz

(lat./ital.: relevare "raising [the scale beam, a thing] again") can primarily be equated with significance, and secondarily with the situational importance that somebody attributes to something in a specific context.

Relevance raises a mere observation to 'insight' status!

Relevance emerges if – when inundated with data, information and sensory impressions – we manage to distil some meaningful correlations that affect us in some way and prompt us to act on our own initiative.

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