



GfK NOP

# our business

as one of the world's most respected research agencies,  
we provide information and insight to help our clients  
make successful business decisions.

# our industry focus

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## Automotive

- o GfK Automotive clients include every major European, North American and Far Eastern car manufacturer.
- o GfK Automotive is the largest industry sector in the GfK Group, which has specialist Automotive practices in UK, USA, Germany, France, Italy, Spain, Russia, China, India and Brazil.
- o 90% of the work carried out from GfK Automotive's UK offices is in International markets, with one study covering 50 markets worldwide.
- o GfK Automotive has 50 research experts in the UK, subdivided into three specialist teams: Multi-Client Team, Customer Management Team and the Custom Research Team.
- o They run several industry-leading studies such as the new Car Buyers Study (the definitive guide to who is buying what car) and the Car Park Study (a global brand and image study).



## HealthCare

- o GfK HealthCare is a leading global provider of pharmaceutical marketing research services.
- o GfK HealthCare delivers information and insight for pharmaceutical companies on new product development, market assessment and modelling, post-launch positioning and monitoring, branding and positioning and customer segmentation.



## Consumer

### - *Omnibus Services*

- o GfK NOP runs fast, accurate, economical omnibus surveys providing public opinion on any given topic or issue.
- o GfK Omnibus team delivers online, telephone and face-to-face omnibus surveys with the ability to target key groups, such as men or women, children, internet users or motorists.

### - *FMCG / Consumer Products & Retail*

- o GfK Consumer Products & Retail (CPR) run global research programmes across over 50 countries.
- o GfK CPR is a leading expert in tracking and understanding consumer trends affecting FMCG, supermarkets, high street and out-of-town retailers.
- o GfK CPR brings together 40 specialist researchers in the UK, from a wide range of cultures.
- o GfK CPR's Shopper Insights survey has been tracking shopper trends for over 15 years, digging deep into shopper behaviour and motivations.

### - *Consumer Services*

- o GfK Consumer Services specialises in the travel, leisure, utilities and Legal and Regulatory Services sectors.

## Business

- o GfK Business is one of Europe's largest specialist business-to-business research teams, operating across 45 countries.
- o GfK Business clients include leading names from business, construction and property, corporate reputation, logistics, industrial and manufacturing, legal, Membership Bodies & Professional Associations, professional services, training, transport and travel.
- o They also carry out employee research for both public and private sector organisations.

## Technology

- o GfK Technology has over 200 research professionals based in 40 countries.
- o GfK Technology is a leading information and insight provider, focusing on consumer and business trends affecting the Technology, Telecommunications, Media and Entertainment industries.
- o Measuring the effectiveness of retail outlets selling consumer electronics and technology is a growing area for GfK Technology.

## Financial

- o GfK Financial is the premier provider of market research to the global financial services industry.
- o Clients include nearly every major UK financial services company and top names in banking, insurance, mortgages, credit cards, loans, savings and investments.
- o GfK Financial has a specialist financial qualitative team as well as expert customer satisfaction and ad-hoc research teams.
- o The Financial Research Survey (FRS) is GfK Financial's market-leading continuous financial trends tracking survey, interviewing over 60,000 consumers every year.



## Social & Political

- o GfK NOP Social Research is one of the top social research suppliers in the UK.
- o Clients include all tiers of British Government departments and also many local authorities and government agencies.
- o National newspapers, universities, the National Health Service, Learning & Skills Councils and a variety of non-governmental organisations also rely on our Social Research expertise.
- o GfK NOP Social Research has a dedicated team of 30 researchers in the UK, including 10 qualitative specialists.

## Media

- o GfK NOP Media delivers audience measurement of television, radio, print and digital media alongside bespoke research for the UK media and entertainment industries.
- o Clients include media owners, content providers, agencies and advertisers.
- o GfK NOP Media services help clients understand and expand their audiences, demonstrate value to advertisers and maximize return on advertising investments.



# cross sector expertise

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## Qualitative & Ethnographic research

- o GfK NOP runs one of the largest dedicated Qualitative research teams in the UK, with experience of working in over 36 countries.
- o Specialist tools include depth interviews, focus groups, creative workshops, accompanied shopping and observation inside and outside the home.

## Online & web 2.0 research

- o GfK NOP has been a leading online research agency since the emergence of the internet.
- o GfK NOP delivers an increasing number of research projects using multi-modal approaches using online, telephone, IVR and personal interviewing.
- o GfK NOP's bespoke e-forums allow us to run interactive qualitative research programmes online, especially useful for researching hard-to-reach or time-starved groups.
- o The GfK NOP Global Consumer Panel has over two million panellists in 27 countries.



## Consumer Trends

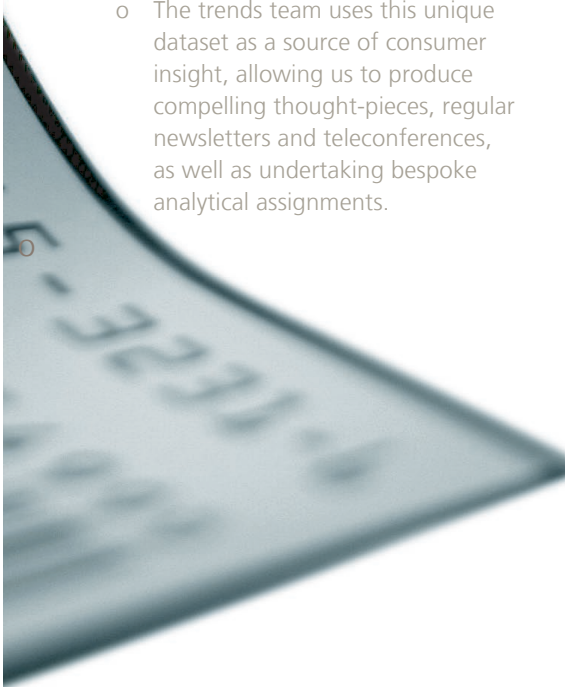
- o GfK Roper Reports Worldwide is the leading source of global consumer understanding. Launched in 1997, this annual, study of consumers' attitudes, lifestyles and values provides an invaluable source of information about how consumers are changing around the world.
- o GfK Roper Reports Worldwide services are based around a dynamic database of some 300,000+ consumer interviews across 30+ countries over 10 years.
  - o The trends team uses this unique dataset as a source of consumer insight, allowing us to produce compelling thought-pieces, regular newsletters and teleconferences, as well as undertaking bespoke analytical assignments.

## Mystery Shopping

- o GfK Mystery Shopping runs an expert field force trained to pass as regular customers, to assess customer service provided by our clients, either face to face or over the telephone.
- o 60 full-time mystery shopping researchers operate out of our Oxford office.

## Field Marketing

- o GfK Field Marketing has a strong track record in increasing product awareness for our clients.
- o GfK Field Marketing services cover merchandising, training for sales assistances, assisted selling, covert and overt auditing of stores, price checking, in-store or in-field product promotions and sampling.
- o GfK Field Marketing operates from our Oxford office.



## contact us

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