

Our positioning

We are specialists in multi-country coordinated qualitative research, with experience in over 45 countries across six continents.

We offer genuine sensitivity towards different cultural contexts in our analysis and reporting.

Any agency can find partners to work with in various countries, but we have a genuine network of GfK partner qualitative specialists with shared best practice and co-developed approaches.

GfK's qualitative network

The network covers Western, Central and Eastern Europe, Latin America, North America, Asia and Australia.

Qualitative team leaders share ideas and experience; they meet regularly, face to face or by tele-conference.

This ensures a full meeting of minds and seamless coordination.

Our way of working

- On multi-country projects, the lead GfK company with primary client contact designs and manages the project and research process.
- We often co-create the project with our GfK partners when working in unfamiliar cultures.
- Local moderators work in their own culture and their own first language, then conduct the primary analysis.
- The lead GfK team carries out all briefing and detailed de-briefing with the moderators.
- They then conduct the secondary analysis and produce the synthesised reporting.

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