

MR&S Market Research & Services GmbH

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FACT-SHEET

Profile	<p>MR&S is an internationally-active market research institute – with specialization in traditional qualitative research questions and study designs.</p> <p>MR&S offers one-stop services: from consultation and concept development to project management and moderation to analysis and presentation of the results.</p>
Foundation	Founded by Dr. Michaela Aragonés and Thomas Aragonés in 1995
Managing Directors	Dirk Butterweck, Petra Kemmerzell
Owners	Dirk Butterweck, Petra Kemmerzell
Industries	<ul style="list-style-type: none">• Agencies (Ads, Marketing, Market Research, Consulting)• Pharmaceuticals and Healthcare• Information and Telecommunication• Consumer goods and retail• Financial and Insurance Services• Media and Publishing• Tourism
Methodologies	<p><u>Qualitative</u></p> <ul style="list-style-type: none">• Group discussions<ul style="list-style-type: none">◦ Classic, Triads, Dyads, Online Focus Groups• Expert interviews, In-Depth-Explorations• Creative and innovation workshops• Research 2.0• Ethnography <p><u>Quantitative</u></p> <ul style="list-style-type: none">• Online, Telephone, Face-to-Face

- Products
- S.M.A.R.T. **Research 2.0?** Be S.M.A.R.T. with MR&S!
 - F.A.C.T. **Fast feedback** from your target by setting up a company-specific access panel.
 - I.D.E.A.L. **Strategic Workshop-Approach:** idea generation and concept development in close collaboration with product developers and end customers
 - N.O.A.H. **Object analysis tool** – based on objective hermeneutics, especially for tests of advertising material, concepts, products and packaging.
- Memberships
- BVM** - Berufsverband Deutscher Markt- und Sozialforscher e.V.
<http://www.bvm.org>
 - ESOMAR** - ESOMAR WORLD RESEARCH
(personal membership of Petra Kemmerzell)
<http://www.esomar.org>

As per October 2011