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: ibt

marktonderzoek

product research

communications research

research
at exhibitions
and events

research by telephone

face to face research

internet research



ibt market research is a business which provides full service in quantitative research.

Our main means of collecting data are by telephone, the internet and through face-to-face interviews.

We conduct consumer research as well as business to business research.

We have a large range of businesses, government and industrial trade organisations as clients. ibt market research conducts research in various areas of the trade industry, such as the food industry, the (financial) services industry and the electronics and investment industries.

Conducting location research at events, fairs and at shopping centres, is one of our specialities

ibt market research has built up expert knowledge, professionalism and pragmatic know-how since its establishment in 1985.

Our experience guarantees a quick assessment of nearly every marketing problem and the use of specific, appropriated research methods.

We are known for our thorough work methods in collecting, recording, preserving, processing and reporting important research data.

ibt market research believes in maintaining a direct line of communication. Project leaders are responsible for the entire course of research; as a result clients always have an extra contact with the person who supervises the entire research progress.

our strenght

ibt market research is extremely aware of the importance of the phrasing of research questionnaires. Care, precision, but also empathy in both the needs of the client and the responding abilities of the consumer are essential. Especially considering the current state of affairs in which consumers are questioned superfluously because of an overflow of surveys and direct-marketing efforts, it is essential to avoid complicated, irrelevant or seemingly two-sided questions. We are concise, goal-oriented and clear in translating the information needs of the client into an efficient, manageable and pleasant questionnaire or interview.

However, the weakest link in market research is the actual collection of data. This is the foundation for every analysis, every conclusion and every recommendation. It might seem that conducting a standardized inquiry is a simple routine job, but because of the completely structured and quite unnatural nature of questionnaires, interviewers need specialized skills. Through training and strict supervision and evaluation by our supervisors, the approach and listening abilities of our interviewers are constantly stimulated and optimized.

All research is preceded by a pilot project, during which the questionnaire will be checked on consistency, comprehensiveness and use of language. Consequently all interviewers who will be part of the project receive verbal instructions. The field work is constantly reviewed by supervisors who monitor and keep a daily log of the performances of each interviewer.

our transparency and mutual commitment

The client can follow the research progress at any time. In our experience, the results are more tangible when a client can experience the interviews with the targeted group at close hand. Furthermore, during the pilot phase it can be useful for us to evaluate together with the client whether they are going as planned and if the targets can be realized.

One can follow up on research by visiting the research location or by plugging in on interviews at our telephone unit. ibt market research also has the facilities to follow research real-time on web cams. This way our clients can monitor the interviewers' instructions and the pilot process.



picture: ibt marktonderzoek

our general technical support and services

ibt market research offers full service research programmes, from problem analysis and proposition to reports and recommendations, but it is also possible to use just parts of our facilities.

Whether you just want us to do the field work and supply you with the paperwork and data files, or whether you want us to code or process data acquired elsewhere and supply you with manageable files. ibt market research can meet your needs. In fact, all possible sub-services which require quantitative research expertise are available upon request. We supply data in every possible format, such as SPSS, Excel and ASCII.

Since its establishment in 1985, ibt market research has conducted research at (business) fairs, exhibits and events. Our expertise has grown through extensive experience within a practical and purposeful organisation and an efficient and quick manner of collecting and processing data are always top priority.

We have a group of well-trained interviewers at our disposal with the specific skills needed to seek out and question a large number of visitors at the events in a short period of time. Our interviewers are very flexible. They are for instance able to work well into the night at dance events and are also able to conduct a large amount of interviews during relatively short breaks and at the end of sport events or concerts.

Our clients can be the organization, the exhibitors and the sponsors of events, fairs or exhibits. The level of involvement often relates to the perception and quality of the event, the results of participation or sponsoring in the short or long term and naturally, to the range of target-group profiles.

To measure the results of sponsorship, ibt market research has developed a specific model with which the impact of the participation at an event, through measurements conducted both before and after, can be determined by specific value.



picture: amsterdam rai



picture: festival mundial



picture: amsterdam rai



picture: amsterdam rai

our research
at events, fairs and research for event sponsors

our testing centres (national)

ibt market research is based on the Leidsestraat in Amsterdam; one of the busiest shopping streets in the Netherlands. We calculated that around 20.000 people pass by our office every day, so we can easily reach the consumer for face-to-face testing, for instance if a product needs to be tasted, smelled, visually judged or read. What's more, the passers-by represent a meticulously culled cross-section of society, consisting of 50% males and 50% females in a wide age range, with a slight majority of people aged 25 to 40. Moreover the passers-by are not just from the city of Amsterdam, but also from the regions surrounding it. At our office we are equipped with a testing space where passers-by can be interviewed for product testing, communications testing or concept testing. We have even conducted several international orientation surveys among tourists from six different countries, concerning a pilot study which would have cost the client much more had the study been conducted in the respective countries.

For surveys or testing which require a national testing ground, ibt market research has the availability of a national network containing 16 research locations, each of these in a high traffic area. A number of these, including the one in Amsterdam, are equipped with kitchen facilities.



pictures: research locations



picture: ibt marktonderzoek

ibt market research is equipped with a call-centre containing 30 CAT-units. We mostly conduct small to medium-large random samples (n= 100 to 1000). Because of the relatively small scale of the field work and the organisation around it, we can guarantee the utmost precision through meticulous supervision and by being highly selective in choosing our interviewers.

Our interviewers are recruited amongst students from universities as well as other forms of higher education. We screen and select the ones who speak Dutch perfectly and without an accent. They get extensive training and receive specific briefings for each new study. The interviewers are experienced in consumer interviews and business-to-business interviews. A number of interviewers are multilingual, so random samples can also be held amongst English, French and German respondents.

Our phone network is connected to a switch board with which our supervisors can constantly monitor and check up on the interviews.

our **research** by phone

Not only do we use the more traditional research methods, we also have adopted the internet as a means of gathering information; we use it for primarily business-to-business surveys, but also for consumer research. Especially for international target groups, young consumers and people at their work places can easily be reached through the internet. Another big advantage of internet research is the relative speed of gathering data as well as the low costs. The advantage the internet has over the interviews by phone is that it gives us the opportunity to include visual materials in the survey, such as photographs and moving images.

ibt market research has the know-how and the software to professionally use the internet for market research. An important aspect is that we have an understanding of the limitations the internet has regarding random samples and this is why the internet is only used on specific research occasions, especially those that need several research methods; for instance collecting e-mail addresses during events to gather more elaborate information after the event, or doing follow-up research after product testing following a period of home use.

