



Smarter Research. True Insights



ISRA Center in 10 points



-  1. Has 22+ years of successful research
-  2. Is one of the leading marketing research companies in Romania, proving a good understanding of the market
-  3. Capitalizes on international empowerment as representative of IRIS Network in Romania
-  4. Provides a full scale of research solutions that best fit the clients' business needs.
-  5. Is member of professional associations (ESOMAR and SORMA)
-  6. Includes ~40 MR professionals & support staff with diverse background and know-how
-  7. Has highly skilled and thought provoking research teams, with the 6th sense of research
-  8. Is plugged in with major business & economical magazines/ online portals in Romania
-  9. Preserves cost-efficiency, meets client deadlines, values flexibility and transparency
-  10. Connects people, brands and markets through reliable research to endorse best decisions

Our mission & way of working



We make it our mission to approach each project from a **warm and friendly perspective**, factoring in **specific needs** and **bringing data to life**.

Commitment to High Quality:

- We employ the best methodological practice standards, and all activities are designed, carried out, reported and documented accurately, transparently and objectively.

A Passion for Knowledge:

- We steer away from a standardized “recipe”, and acknowledge the particularities of each project. We offer **integrated qualitative and quantitative solutions** for a 360-degree approach, providing results doubled by **insightful and actionable recommendations**.



ISRA has exclusive MEMBERSHIP of IRIS Network



MARKET
RESEARCH
WORLDWIDE

global perspective with local expertise



IRIS Network in spirit:

- is a true alternative to multinationals
- includes leading independent research agencies
- since 2010, ISRA has exclusive membership

IRIS records:

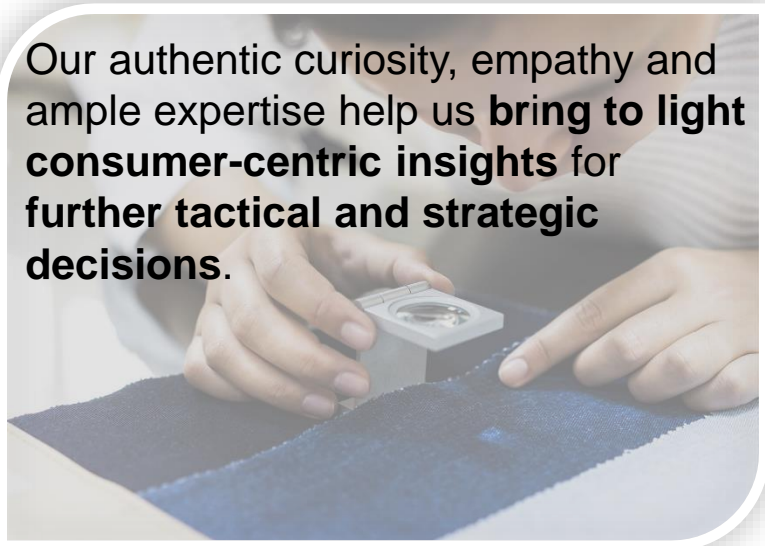
- is one of the world's largest association of independent market research agencies
- has among TOP 500 Fortune as clients
- dates since 1986
- has members in >35 countries on 5 continents
- selects only one member per country

Qual & Quant methodologies



ISRA **Qualitative signature** consists of an **expanded** and **constantly** refreshed **research toolkit** for a **thoughtful and genuine understanding** of how people really **think** and **feel** about **brands** or **companies**.

Our authentic curiosity, empathy and ample expertise help us **bring to light consumer-centric insights** for **further tactical and strategic decisions**.



We successfully use **face-to-face** and **digital** approaches in our qualitative and quantitative projects, offering **data quality**, in-depth analysis and **precision** in an **optimal timeframe**.

Having a **dedicated recruitment team** for each department leads to accurate information and results.

In **Quantitative research projects**, we are devoted to the **smart translation** of key research outcomes into business solutions, while maintaining a **close connection** with our clients and their **business challenges** over time.



Our CREDENTIALS for the past 5 years



100

Clients

1500

Projects

375000

Participants

ISRA has a **good mix of stable client** base of different sizes, **mainly multinational**.



ISRA has expertise in COORDINATING international projects



2014-2023

10+ countries
more than 20 projects



Canada



Austria



Germany



Spain



Poland



Czechia



Croatia



Slovenia



Slovakia



Serbia



Hungary



Bulgaria



Romania





Our main areas of expertise

Providing the right research tool for choosing the winning solutions and monitoring your portfolio performance

PHARMA

ISRA Healthcare Research leads the Romanian healthcare market research sector and **engages all stakeholders.**

CONSUMER

Our experience helps us provide specialized solutions for many **consumer markets.** We are able to understand your needs and support your efforts in becoming the best in your sector.

SERVICES

We constantly work to improve our tools and solutions, in order to deliver the **most efficient business solutions** to our clients.

CORPORATE

ISRA helps companies define a **vision that inspires** consumers and employees alike, through a wide range of organizational culture studies.

SOCIAL

We believe that we have a **responsibility** in using our knowledge to improve quality of life and to educate responses to important policy-making areas.



Consumer Markets



We support every step of business development by offering tailored solutions to each marketing situation that you may encounter on your way.



Our main abilities

- Partnerships **with market leaders** and an **extensive understanding of diverse markets** (FMCG, tobacco, durable goods etc.)
- Expertise in **varied product categories** for top brands on the market
- **Wide range of studies** for each specific situation (e.g., from concept to post-launch monitoring)
- Constantly **updated knowledge** and **trend monitoring**
- **Expert researchers** with a variety of backgrounds (anthropology, marketing, communication, statistics) contributing to complex and insightful analyses

Consumers sectors examples: Alcoholic and Non-Alcoholic drinks (beer, wine, whisky, brandy, juice, still and sparkling water), Tobacco, Sweets, Salty snacks, Bread, Cold cuts, Dairy, Chocolate, Coffee, Spices, Ice-cream, Cosmetics & personal care products, Detergents, Toilet paper, Diapers etc.



Our Agile ToolKit

We provide agile research, with a wide pool of Qualitative & Quantitative methods and techniques which can be customized, based on each project's objectives

TARGET INSIGHTS

Connect to the target audience (user, consumer, patient, employee etc.), understand who they are and learn how to appeal to them.

Immerse into consumers' lives for a deeper learning experience.

What for?

- U&A
- Consumer lifestyle
- Segmentation
- Shopping behaviour

CO-CREATION

Generate ideas and **co-create** to help gain **rich insights**.

Move past the rational thinking and access the basic impulses that more often dictate our **day-to-day behaviour** without us even processing it.

What for?

- Concept building
- Brand (re)positioning
- Retail & touchpoints strategy
- Digital user experience

BRAND COMMUNICATION

See how users/ consumers react to your concept ideas, products, TVCs etc. and **learn** how to adjust for **better reach**.

What for?

- Pack & Ad design
- Pack evaluation
- Design trends
- Product assessment
- Concept assessment

BRAND ARCHITECTURE

We make data a source of **long-term inspiration**.

We offer **consulting services**, through an inductive approach. **Observe/ study** the problem and after that, theorize the **best strategies**.

What for?

- Brand purpose
- Brand loyalty
- Strategy development



Our Agile ToolKit: Solutions

Let's check some of our solutions

TARGET INSIGHTS

Mobile Ethnography:
Enrich a variety of studies with real-life, real-time insights directly from consumers

Mass Ethnography:
A free, unbiased, real-time view of events and touchpoints directly from the phones of consumers

Med Empath: Dedicated 1:1 talks to uncover the impact of a certain condition in patients' life

CO-CREATION

Customer Journey:
Retrace the decision-making process and **discover** the **moments of truth** in consumer-brand interactions

On Spot Shopper:
Spontaneous reactions and unbiased comments for evaluating shopping decisions

Eye Tracker & Exit Interviews: Stay close to the moment of purchase to eliminate post-rationalizations

BRAND COMMUNICATION

Conjoint:
Market simulators allow to define realistic competitive contexts and better discriminate the impact of each feature

Bulletin Boards:
Interactive online forums, long term and in-depth interaction

MaxDiff: Measure preference/importance for a list of items, free from scale use bias and forces trade-offs.

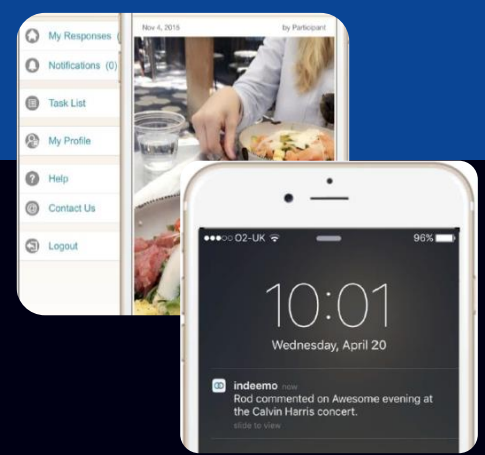
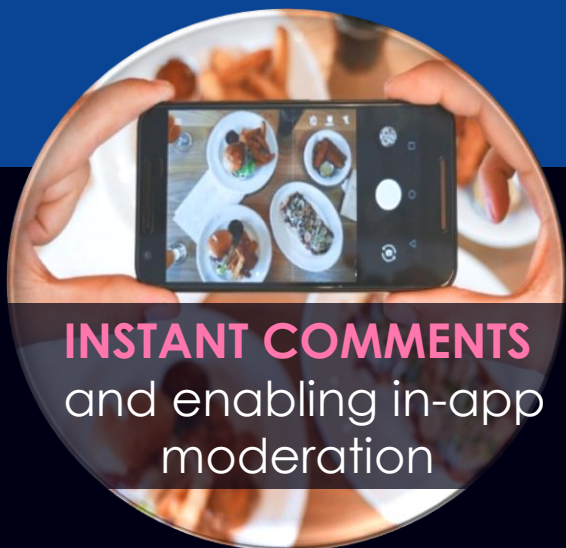
BRAND ARCHITECTURE

Consumer I:
Immersing clients in consumers' lives to create a genuine relationship

Human Brand:
Redefine loyalty measurement by giving feeling its deserved place

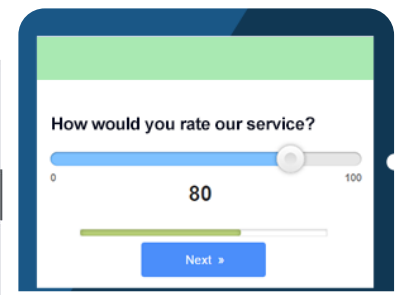
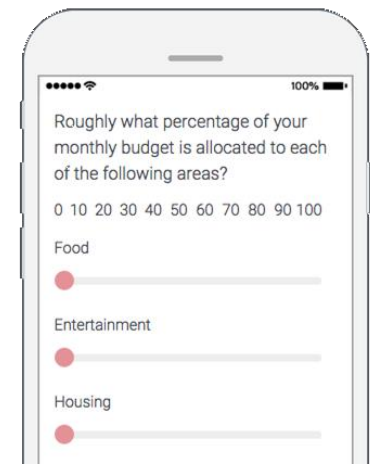
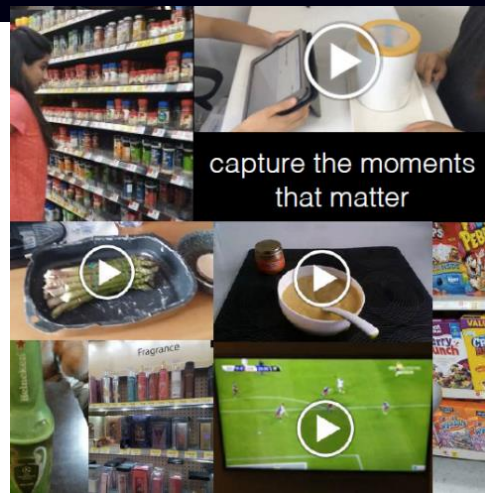
WorldCafe:
Co-Creation Workshop to engage company departments in a dialogue with actionable outputs

ToolKit Examples: Mobile Ethnography



MOBILE APP with **friendly interface**, inspired by popular Social Media Apps, encouraging on the spot mixed visual + text answers, in line with current Digital Generations habits.

PHOTO-VIDEO COLLAGES **OPEN & CLOSED ENDED QUESTIONS** (rankings, scores, sliders etc.)



ToolKit Examples: EYE TRACKING



Recording the movement of the eye gives the researcher unique opportunity to find out what the shoppers have really seen without the mediation of rational filtering

How it helps

Decide where to focus trade marketing activities and which are the **most relevant triggers** for in-store communication

Understand the **impact of POSM**, of the **promoter** and of the **secondary placements** on the shopping decision

Reveal shoppers' in-store path & identify **hot spots for secondary placements**



METHODOLOGY

- SHOPPING WITH EYE-TRACKING GLASSES
- PRE & POST QUANTITATIVE INTERVIEWS

Type of Project: SHOPPER; IN-STORE POSM EVALUATION

ToolKit Examples: MAX DIFF



is an approach for measuring preference/ importance for a list of items. It's free from scale use bias and forces trade-offs of items

How it helps

Items could include **messages, benefits, images, product names, brands, features, packaging options** and more.

More items can be taken into consideration (compared to traditional ratings and rankings questions)

Provides **better discrimination** among items and between groups of items

METHODOLOGY

- CAPI INTERVIEWS
- CAWI INTERVIEWS

Type of Project: COMMUNICATION TEST; USAGE & ATTITUDES; SHOPPER

Team Spirit and Human Touch add a sparkle of magic and bring research results to life

We encourage:

- **multidisciplinary** teams, **diversity & empathy** in our work
- **open communication** and an honest relationship with our clients, based on **two-way feedback**.

The ISRA Team:

- believes that good research evolves constantly by taking inspiration from the newest knowledge in business theory and related disciplines
- we draw **our vision** from **diverse sources**, such as **behavioral economics**, **agile** and **design thinking**, **human brand theory** and many others
- **is committed** to **validated**, **resourceful** and **successful research**
- we deliver **high standards research** by combining a strong organizational culture with **customer connectivity**, **innovation** and **agility**.



ISRA blends methods configuration with top-notch RESOURCES



Research at ISRA gets support via upscale software, devices, resources and technology:

- Data collection & analysis professional software: Sawtooth with SSI Web, CBC, ACBC, CCEA, LatentClass, MaxDiff, XLStat, BrandMap, etc.
- CATI platform with dedicated project stations
- Qualitative discussions with live web streaming via Focus Vision and ISRA own solution
- 2 focus room premises & 2 viewing studios (2 sided one-way mirrors, viewing rooms accommodate up to 15 viewers, raised platforms, wireless, excellent soundproofing)





THANK YOU!

We would love to hear from you in case of any questions!

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