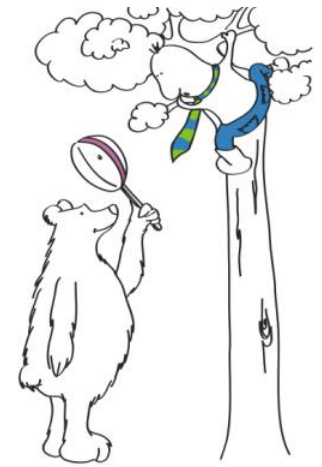




State-of-the-art Market Research

About us



SOCIS was founded in April 1997

Since 2002 SOCIS is a member of **ESOMAR**, the world association of research professionals.

We are members of **7/89 Group** (Russian National Research Association), **BIG** and **AIMRI**

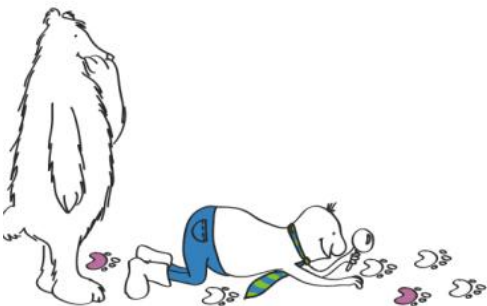
Top managers of the company are members of the **Russian Society of Sociologists**.



Main activities:

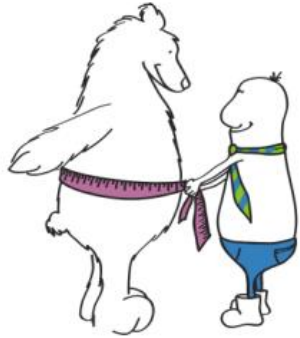
- Market research
- Media research
- Sociological research

Fieldwork is controlled by
“Socis Basis Fieldwork” Management System



Research is carried out under
the ESOMAR Code





Company structure

Client-service Dept.
Communication with clients

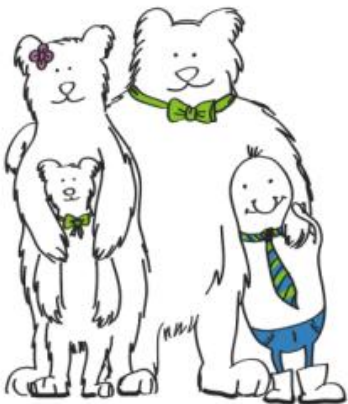
Technical Department
Technical support,
Programming and hosting
(CATI / CAPI / CAWI)

Qualitative Dept.
Management of
qualitative studies
Moderators

Quantitative Dept
Management and control of
fieldwork

CATI Center
Telephone
interviewing

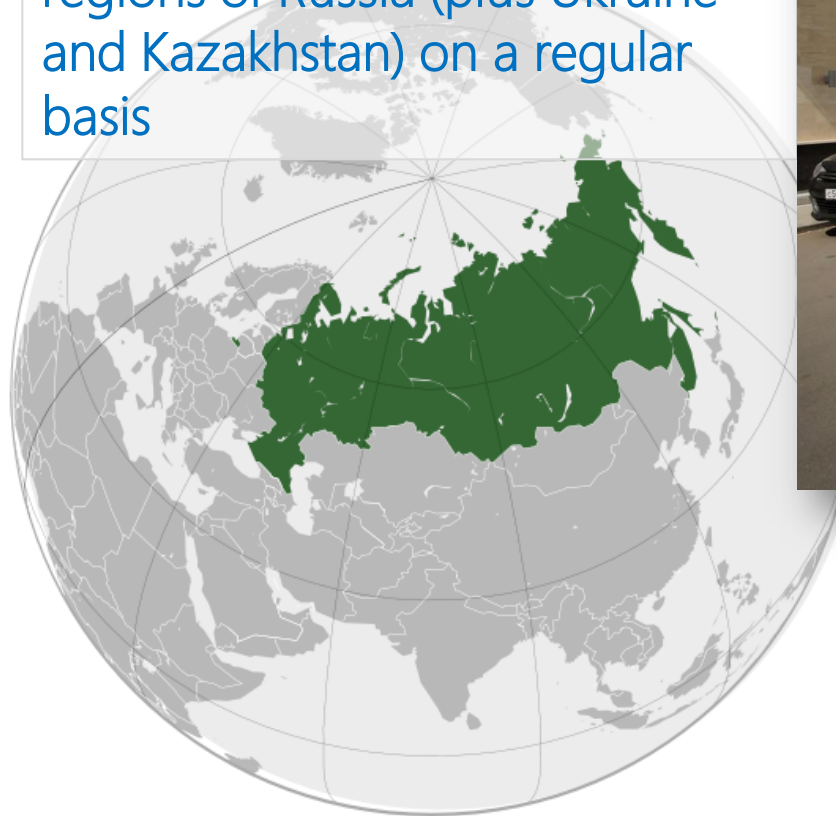
Our team



- 15 full-time employees
- more than 200 interviewers
- 2 experienced in-house moderators

Coverage

With the help of reliable partners
we carry out research in 24
regions of Russia (plus Ukraine
and Kazakhstan) on a regular
basis

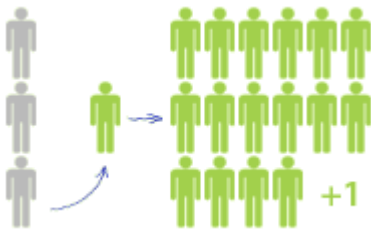


Partner conference in Yaroslavl, August 2012

Socis Basis Fieldwork

Complex internal strategy which aims at offering high quality fieldwork in the market

Tough employee recruitment



Employee working instructions



Pilot survey



Briefing and training



Detailed accompanying documents



Multilevel control



Facilities:

Focus-room

- large one-way mirror
- comfortable client's room
- Internet-translation
- DVD - recording
- simultaneous translation

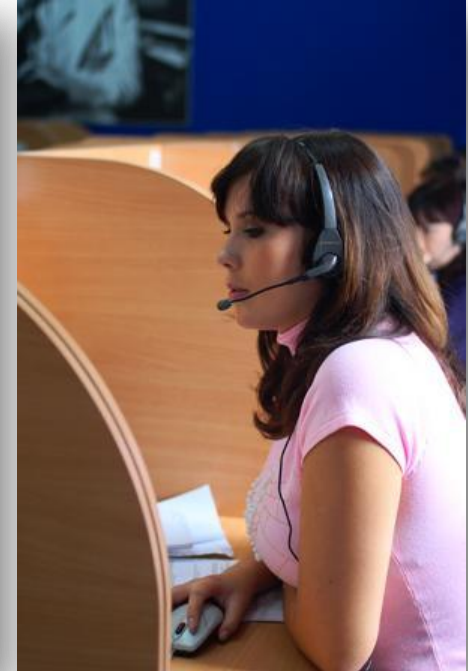


+ venues in major cities

Facilities :

CATI-Center

- Tracking and monitoring research
- Media research
- Omnibus research
- Assessment of Ad-campaign effectiveness
- Loyalty studies (NPS / CSI)

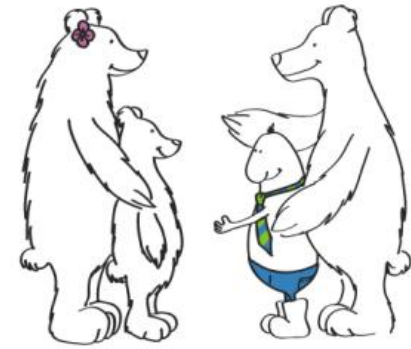


60 own workstations + more than 50 seats in regions

Modern software QuestMan and NIPO

100% audio records

Level of expertise



In 2009-2012 SOCIS joined Top 20 of Russian MR companies in categories "Personnel professionalism", "Business processes management" and "Quality control" (project "Ranking of Russian National Research Association 7/89 Group")

BIG Europe
International Market Research

BIG Europe, The Com Exchange, 21 Brunswick Street, Liverpool, L2 0PJ

SOCIS MR
Roman Ogioblin
Prospect Oktjabrja 47
150040 Yaroslavl
RUSSIA



Business Information Group
is an association of market
research companies in 14
European countries and 11
partners on other continents
www.big-r-research.com

14th December 2017

BIG Award 2017 – First Prize

Dear Roman,

As President of Business Information Group I would like to congratulate you and the staff of SOCIS for winning the BIG Award 2017 against a lot of top class competition from other European members. It means that the market research project you have submitted and presented to the membership was evaluated by fourteen European market research companies, all experts in this field, and voted best European project of the year in terms of methodology, implementation, reporting and value to your client.

You deserve the respect and acknowledgement that this award is a symbol of!

If I may add, all members of Business Information Group enjoy continuously working with you on international projects because of your reliable quality work.

Kind Regards,
Business Information Group BIG

David Murray

David Murray, President



SOCIS is a winner of BIG Award 2011, BIG Award 2017 and took the 1st place at the contest "789 Award 2013"

Professional acknowledgement is very valuable for us and gives us momentum to new achievements.

Among our clients:

MANUFACTURERS / RETAILERS / TELECOM



X5RETAILGROUP



QUELLE.
www.quelle.ru



ADVERTISING



DRAGON ROUGE



MEDIACOM

CLEAR

FINANCE / INSURANCE

MetLife Alico



EDUCATION



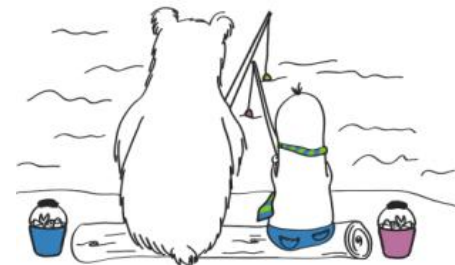
MARKET RESEARCH INDUSTRY



greenberg



BREAKING BLUE



A few references

MEDIACOM

«Mediacom tenders thanks to its permanent partner SOCIS for conducting researches in different areas of consumer life. Great thanks for enormous difficult and laborious projects, for proper data, for ability to respond quickly to urgent requests!»

Marina Dianova,
Head of consumer Research Unit



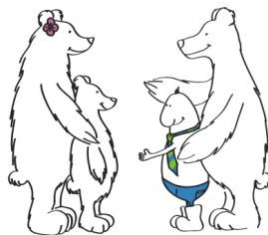
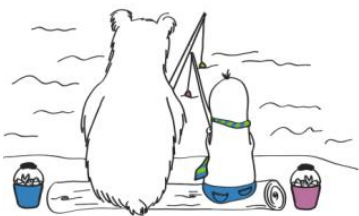
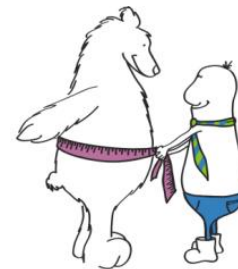
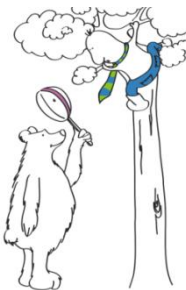
«The research was absolutely helpful to me. It was sufficient for us to make a strategic decision regarding GORE-TEX in the Russian market, and I used the data to explain the proposed decision»

Mike Adams,
GORE-TEX Hunting Footwear Team



«Our company can confidently recommend SOCIS as a reliable partner for work in Russia. The team of SOCIS has done justice to itself by realization of an extremely challenging project which included four non-standard focus groups. In spite of a tight schedule, difficulty of recruitment and the guide the project was fulfilled in full in Moscow, respondents met completely the screening criteria and the moderator could be given an "excellent grade"»

Michal Zielinski,
Managing Director



We've been studying Russia since 1997 and it ain't so bad!



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