



**ATTFIELD DYKSTRA  
& Partners Research**

*Excellent qualitative research in Germany*

Agency Presentation  
*January 2014*



- Founded in January 2007, Attfield Dykstra & Partners combines long years of market research experience and know-how with a fresh approach and a burning commitment to provide our clients with the best possible quality of research and the most meaningful results.
- Our contribution:
  - *Understanding of the driving forces behind consumer behaviour and market dynamics.*
  - *Know-how on the techniques and tools indispensable for reliable and valid research.*
  - *Practical, effective, actionable business solutions customised to fit each client's individual objectives.*

# Key Services: Qualitative



- Qualitative market research is the primary focus of our work. We are experienced in a wide range of qualitative research approaches, business sectors and target groups, covering all product development and lifecycle phases. We are equally familiar with research in consumer and B2B segments.
- **Key qualitative services:**
  - *Group Discussions*
  - *Depth Interviews*
  - *Expert and Executive Interviews*
  - *Online Focus Groups and Bulletin Boards*
- All these and more can be provided throughout Germany and - through partner agencies - in Europe and worldwide.

# Focus Groups



- *Standard, mini, triad or extended focus groups conducted by specialist moderators.*
- *Projective depth exploration techniques, e.g. analogies, fantasy solutions, adjectivisations, personifications, story completion, family building etc.*
- *Extensive experience of consumer and B2B target groups.*
- *Transcripts and/or reporting in a wide variety of formats, MS Word, Powerpoint, etc.*
- *Partners in most major cities for focus group facilities and recruitment.*



# Online Focus Groups and Bulletin Boards



We conduct Online Focus Groups and Bulletin Boards in many countries with the aid of the powerful and user-friendly iTracks online research platform:

- *Secure, password-protected login ensures participant integrity*
- *Complete service: project management, recruiting, hosting and moderation*
- *Multiple language support*
- *Client observation from own PC*
- *Verbatim transcript delivered within minutes*

The screenshot displays the iTracks online research platform interface. At the top, there is a navigation bar with tabs for ANSICHT, MOD ANLEITUNG, BENÜTZER, WHITEBOARDS, SCREENER, EINFÜHRUNG BEARBEITEN, BERICHTE, EINSTELLUNGEN, and TRANSKRIPTS. The main content area shows a discussion thread titled "DDW GERMAN GROUP 1". The thread includes a question and several responses from participants. The question asks about the importance of HF (Häufigkeit) and HE (Häufigkeit) in a study. Responses from participants like Martin, John, Roman, Christian, Ruth, and Bernd discuss the importance of HF and HE in the context of the study. The interface also shows a list of participants on the right side, including Kai, Ingrid, Frank, Martin, Harwig, Dorothea, Michael, Rolf, Helmut, Roman, Thorsten, Christian, Bernd, Georg, and Ruth. The interface is in German and shows a discussion thread with various posts and replies.

# Other Qualitative Research Methods



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## Depth and expert interviews:

- *Experience with a wide range of B2B and consumer target groups: e.g. healthcare professionals, IT, financial, corporate decision-makers and other specialist audiences.*

## Innovation / creative workshops:

- *For new brand, product and packaging concepts. We can support you in the whole process of building a brand - from creative workshops on image and name creation, to concept testing, to research on line extensions after product launch.*

## Special research techniques:

- *Projective techniques provide an exceptionally high level of consumer understanding in relation to brand usage and can be highly effective in creating successful brand positioning and communication strategies.*

# Additional Qualitative Services



We offer a wide range of additional qualitative research services and facilities:

- *Use of modern, attractive studio facilities in most major German cities with viewing and audio/video recording capabilities.*
- *Experienced telephone and face-to-face recruiters for all kinds of target groups including physicians and patients, IT professionals, senior managers, children etc.*
- *Qualified psychologists for moderation of focus groups.*
- *Interviewers experienced in depth research techniques.*
- *A pool of expert interpreters for simultaneous translation.*
- *An international network of qualitative research partners for multi-country projects.*

# Key Services: Quantitative



- Our multinational background, knowledge of German and international markets, and network of overseas partners make us especially well-placed to undertake and co-ordinate international quantitative projects in Europe and worldwide.
- **Key quantitative services:**
  - *Telephone (CATI) Interviews*
  - *Face-to-face Interviews*
  - *Online Surveys*
  - *Hall/Studio and Website Tests*
  - *Mystery Shopping*
- Quantitative telephone and face-to-face interviewing is conducted in cooperation with our fieldwork partner, At Random International.

# Telephone (CATI) and Face-to-Face Interviews



- In cooperation with our fieldwork partner **At Random International** we offer the following facilities for quantitative fieldwork:
- ***International CATI telephoning:***
  - 100 CATI stations in Schenefeld / Hamburg
  - Web-Based CATI using VOXCO software
  - Pool of 800 telephone interviewers
  - Native speakers from more than 40 countries
- ***Face-to-face interviewing within Germany:***
  - Pool of ca. 350 field interviewers nationwide
  - CAPI and paper-&-pencil interviews
  - Accompanied Shopping
  - Mystery Shopping
  - In-Store and other On-Location Interviews

# Hall/Studio and Website Tests



- Qualitative and quantitative studio-based methodologies, including web-based CAPI data collection.
- Studio facilities and project organisation throughout Germany and abroad.

*Product tests, packaging tests, shelf tests, advertising and communication tests, etc.*



*Website usability testing, eye tracking and other specialist methodologies*

# Data Processing and Analysis



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- Data delivery in all common formats, ASCII, Excel, SPSS, etc
  - Standard analysis, e.g. frequency
  - Distributions and cross-tabulations
  - Cluster Analysis
  - Regression Analysis
  - Factor Analysis
  - Conjoint Analysis
  - MDS – Multidimensional Scaling

# We have researched in the following locations (among others)

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## **In Germany:**

- *Aachen*
- *Berlin*
- *Dortmund*
- *Düsseldorf*
- *Frankfurt*
- *Hamburg*
- *Munich*
- *Münster*
- *Stuttgart*

## **In Europe:**

- *Austria*
- *Croatia*
- *Finland*
- *France*
- *Ireland*
- *Italy*
- *Netherlands*
- *Poland*
- *Spain*
- *Switzerland*
- *UK*

## **In Rest of World:**

- *Australia*
- *Brazil*
- *Canada*
- *China*
- *Dubai*
- *Egypt*
- *India*
- *USA*

# Sector experience

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- Pharmaceuticals and healthcare
- Computers, IT, telecommunications
- Food and beverages
- Farming and agriculture
- Business services
- FMCG
- Cosmetics, body care, skincare
- Automobiles
- Manufacturing industry
- Travel and tourism

# John Attfield



John hails from London, England, and has lived in Germany since 1992. He obtained an M.Sc (Econ) degree at London University (LSE) and has worked in market research for over thirty years, most recently as Managing Director of Gelszus rmm Marketing Research, Hamburg. He brings with him an extensive knowledge of both qualitative and quantitative techniques as well as many years of experience in serving the needs of clients both in Germany and abroad.



He has conducted research in a wide range of markets and business sectors and is widely travelled. He specialises in international research and has spoken and published articles on this and other market research topics.

John speaks German fluently and is an Associate of the Institute of Linguists. He is a Full Member of Esomar and of the British Market Research Society, and currently serves as Vice-Chairman of the Alliance of International Marketing Research Institutes (AIMRI).

# Coby Dykstra



Coby Dykstra was born in South Africa and holds a BA Languages degree from the University of Witwatersrand and BA Honours in Communication Science from the University of South Africa. She lived and worked in Germany for over 15 years. Coby joined RMM in 1993 and became its Qualitative Research Manager in 1996, continuing as Qualitative Manager of Gelszus rmm Marketing Research from 2005.



She has experience of focus group moderation and depth interviewing among a wide range of audiences. She has experience of the food and beverage sector, cosmetics, bodycare and beauty products, jewellery, computer games, detergents, household electronics, automobiles, medical and healthcare, IT, telecommunications and business services.

Coby has researched all product development and lifecycle phases, including initial concept and design testing, product testing, packaging, advertising and taste testing. She is fluent in qualitative research methods including projective techniques, category mapping, collages, laddering, shopping groups, eye tracking and ethnographic research.

# Memberships

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## Membership of professional associations:

- *AIMRI*
- *ESOMAR*
- *Market Research Society*
- *Association for Qualitative Research*
- *Independent Consultants Group*

# Contact

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