



*Client-focused organisation und cooperation*  
*Customised, goal-oriented research design*  
*Innovative methodical concepts*  
*Concise and concentrated results*  
*Practice and solution oriented conclusions*  
*Additional application and marketing consulting*  
*Centrally located facility with one-way-mirror*

„One can sell anything, if it is in fashion. The problem is making it fashionable in the first place.“

Ernest Dichter, Motivational Researcher

Why?  
Why not?



### Spheres of Activity

Consumer goods, Capital goods, Services

Communication, Advertising

Financial Services

Retail trade, Wholesalers

Nutrition Health

Medicine, Pharmaceuticals, Healthcare

Telecommunication, Multimedia

Construction industry

Transport

Administration, Associations, NGOs

Sport, Leisure, Tourism

Energy

IT, E-Business, Internet

Media

Ecology, Environment

### Range of Services

Qualitative psychological market research, motivation studies

Quantitative market research, representative surveys

National with our own infrastructure, international with a presence on all continents with close links to qualitatively comparable partners

Expert, business and consumer studies  
in all sectors, branches and functional levels

#### SPECIFIC TO DICHTER RESEARCH

Concept tests, product tests, degustation, packaging tests, advertising and communication tests (pre-/post-tests), real behaviour checks, innovation, motivation and requirement evaluations, satisfaction analyses, image-, CD and CI evaluations, market potential analyses

### Methods

Open, semi-structured and fully structured surveys

Group explorations

Face-to-Face (Capi), telephone (Cati), online (Cawi), & written interviews

Studio, in-home, street, event (special occasions, trade fairs etc.) interviews

Ad-hoc, tracking, omnibus surveys

#### SPECIFIC TO DICHTER RESEARCH :

Focus groups, mini-groups, duo interviews, triads, dinner party groups, Skype interviews/groups, discussions in online forums, online journals/blogs

In-depth interviews

Ethnographic studies: accompanied shopping, observed shopping, observed behaviour

Mystery Shopping, Mystery Calls, Mystery Contacts

Creative workshops, Tasting, Desk research

#### Management:

Managing Director:

Beatrice Rudolf, Mast of Science, EMBA

Senior Management:

H. Joerg Honegger, qualified Psychologist UAS,

Thomas Bucher, Psychologist, Master of Science

**Founding Year:** 1947 by Ernest Dichter, The Father of Motivational Research

**International Partnerships:**

Partner institutes in Europe, North and South America, Asia and Oceania

**Memberships:**

ESOMAR – The World Association of Research Professionals

vsms – Association of Swiss Market and Social Research

swiss interview institute

SEVAL – Swiss Evaluation Company

Swissfuture – Swiss Association for Future Research

**Independent institute with its own fieldwork organisation**  
**Customised – objective – solution-oriented**

## Reporting

Control and transparency regarding collected data

Analysis carried out by highly qualified and experienced market psychologists

Typologies, models

Requirement, market potential analysis

Content-based, text-based or statistical analyses (e.g. factor, cluster, conjoint analyses)

SPSS evaluation, tables, raw data files

Graphic, communicative reports (PP) including management summary, recommendations, conclusions, learnings

Interpretation based on the institute's broad range of expertise

Implementation, marketing, & after-services consultation

## Skills

Recognised specialist in psychological market research, particularly in the area of communication research

Vast expertise (methodical, technical, psychological) for customised investigations and practice-oriented solutions

Highly qualified team (comprised mainly of psychologists)

Clients are provided with support from a member of the board of management and are involved during each phase of the project

Efficient organisation through the implementation of focus groups, studio tests, in-depth interviews, face-to-face, telephone and online surveys

Quality assurance (systematic follow-up controls)

Evaluation and analysis carried out by experienced project leaders

Practice-oriented conclusions and recommendations (guidance)

Support from a member of the management board with a broad range of knowledge (consultation) in the application of results

Focus group and observation rooms with a one-way mirror (see below)



*„Your most unhappy customers are your greatest source of learning.“  
Bill Gates, Microsoft Founder*

**Extract from our reference and client list:**  
see [www.dichter.ch](http://www.dichter.ch), client list

*„The important thing is not to stop questioning.“  
Albert Einstein, Physicist*

## Facility with ONE-WAY-MIRROR (3.00m x 1.10m, sound insulated)

Monitoring room: room for 6-8 clients, air-conditioned, internet access (Wi-Fi, LAN). Follow the discussion in the original language (via loud speaker or head phones) or with simultaneous translation (via head phones).

Discussion room: room for 10 people, air-conditioned, professional stands for shelving and sales simulations (4m<sup>2</sup>), oval table or with any seating arrangement, internet access (Wi-Fi, LAN), laptop, beamer, screen, sideboard, flip charts.

Infrastructure: Equipment for simultaneous translation in a separate room, audio and video recording (on DVD). Using simultaneous translations, recordings are available in a bilingual version. Video streaming via Focus Vision (DICHTER RESEARCH is an official Focus Vision Facility) on several computers or via a cost-effective internal alternative on one computer.

Additional monitoring room: monitoring via widescreen TV, room for 4-5 people, internet access.

Assistance and Catering: Clients assisted by in-house staff, refreshments and sandwiches, fruit and confectionery, business lunch can be delivered.