

Market Success Research

# Achieving Clarity

SCHAEFER   
market | research

„Real research combines scientific methods and practical knowledge for the purpose of predicting the effect of management decisions about products and advertising policy.“ Alfred Politz

## Clarity of information

is a prerequisite for unambiguousness in analysis, interpretation and assessment. Clarity is therefore the criterion that determines the value of our services to our clients.

As a full-service company with a broad background of experience, we have concentrated on projects to assist in new product development, customer satisfaction, and quality management:

- for the consumer goods and raw materials industries,
- for pharmaceutical companies
- for the service and retail industries
- for the consumer durables industry, and
- for the media.

We regard it as our job to provide all the information our clients need in order to make well-founded decisions throughout the product development and marketing process:

- understanding the attitudes and behaviour of their target groups
- knowing what benefits are expected
- responding appropriately to concrete product ideas and features
- assessing intended communication strategies, and
- calculating the chances of success for different market strategies.

## Our aim is

- to focus problems using customised research approaches
- to collect reliable information using efficient methods and proven procedures
- to underpin results using tested statistical procedures
- to issue clear recommendations based on a proper understanding of the market and the problems faced by developers and decision-makers.

In the spirit of Alfred Politz – our „spiritus rector“.

# Knowing how – since 1964



More than four decades ago, **Wolfgang Schaefer** set up his own market research company in Hamburg – today it goes by the name of SCHAEFER market research.

The company started out as a subsidiary of Alfred Politz Research, the successful US research agency set up by Alfred Politz, one of the founding fathers of modern scientific market and media research. In 1964, the company achieved independence, though it continued to pursue the aims formulated by Alfred Politz: carrying out market, media and advertising research based on scientific principles – in Germany too – using problem-oriented approaches, methodologically sound procedures and carefully monitored fieldwork, and producing clear analyses and recommendations.

Thanks to the company's many fundamental and pioneering studies and numerous publications in the field of advertising and media research, its reputation grew very swiftly, and it secured its current position in the industry through its courage in pioneering new approaches.

In 1990, the founder's son **Felix Schaefer** took charge of the company. Product research became a key area of business. Over many years, leading clients from the consumer goods and pharmaceutical industries have continued to place their trust in the company, laying important foundations for the recognition which the research agency enjoys as a competent advisor when it comes to developing new products.



Our intimate knowledge of markets and industries, our ongoing quest to refine all our research tools, and international networking have consolidated our position as one of the key independent market research agencies that adhere strictly to scientific principles. A fact that is also reflected by our numerous publications.

Renowned manufacturers of branded goods acknowledge that their newly developed products owe their success to the methodological excellence, the reliability of the surveys carried out and the accuracy of the results presented by **SCHAEFER market research** and to the clear recommendations resulting from these.

Today, the company employs a workforce of 36 in project management, statistics and computing, in its fieldwork and mailing departments, as well as the in-house coding and data entry departments.

We are committed to safeguarding and developing scientific and practical market research standards in all areas, which is why we are members of the national trade associations Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V. (ADM) and BVM, as well as ESOMAR and the AMA.

In order to carry out international research projects, we maintain a range of partnerships with independent research agencies in key European countries, the United States and the Far East; established and proven partnerships extending back many years. Our partners share our objectives and our approach and have a similar set-up to ours, meaning that our high quality standards are met by them too.

Background  
Research

Concept  
Research

Post-Launch  
Research

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market | research

Product  
Research

Pre-Market  
Research

Advertising  
Research

creams + lotions | caring + decorative cosmetics | soaps + syndets | baths + showers | shaving foam + preshaves

shampoos + conditioners | hair treatments | foam balms + setting lotions | hairspray  
hair lacquer | styling products | dying + tinting

deodorant sprays + atomisers | sticks + roll-ons | eau de toilette + perfume  
aftershave

sunscreen products | baby care

coffee | cigarettes | alcoholic beverages | ready-to-serve dishes | soups + sauces  
pickled preserves | sugar | sweeteners | juices + fruit drinks | mineral water  
sweets | biscuits | snack bars

fresh fruit + vegetables | dairy products

household cleaners | detergent + fabric softener | adhesives | DIY | tooth-  
paste | mouthwashes | toothbrushes | OTC products | drugs | health-care issues

newspapers | magazines | advertising journals | banks | insurance | retail business  
public utilities



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