

I-VIEW MARKET RESEARCH GROUP

Your Reliable Research Partner in the Philippines

Organized in
2002

Full-service
market research
agency

ABOUT I-VIEW

Trusted by local
and multinational clients
and regional agencies

Cumulative
research
experience of
more than 30
years



Vision

I-View is the premier, locally preferred and recognized research group in the country and the locally preferred research partner of research agencies in the region.

Mission

I-View provides **accurate, timely, cost-efficient and highly reliable market research studies** that yield actionable information thereby contributing to the success of its partner clients.

I-View maintains and expands partnerships with clients **to ensure a sustainable and stable employment** for its talented and dedicated staff.



Integrated Services

- ❑ Project Management
- ❑ Research Design (Questionnaire/ Methodology)
- ❑ Fieldwork
- ❑ Quality Control
- ❑ Data Encoding & Processing
- ❑ Data Table Generation
- ❑ Report Writing and Analysis
- ❑ Translations and transcriptions



Types of Studies

- ❑ Usage, Attitude and Image Study
- ❑ Retail Audit/Pricing Studies
- ❑ Industry & Competitive Analysis
- ❑ Concept/Product Testing/Name & Logo Testing
- ❑ Customer Satisfaction
- ❑ Advertising Tracking/Brand Health
- ❑ Market Segmentation
- ❑ Customer Experience



Research Methods

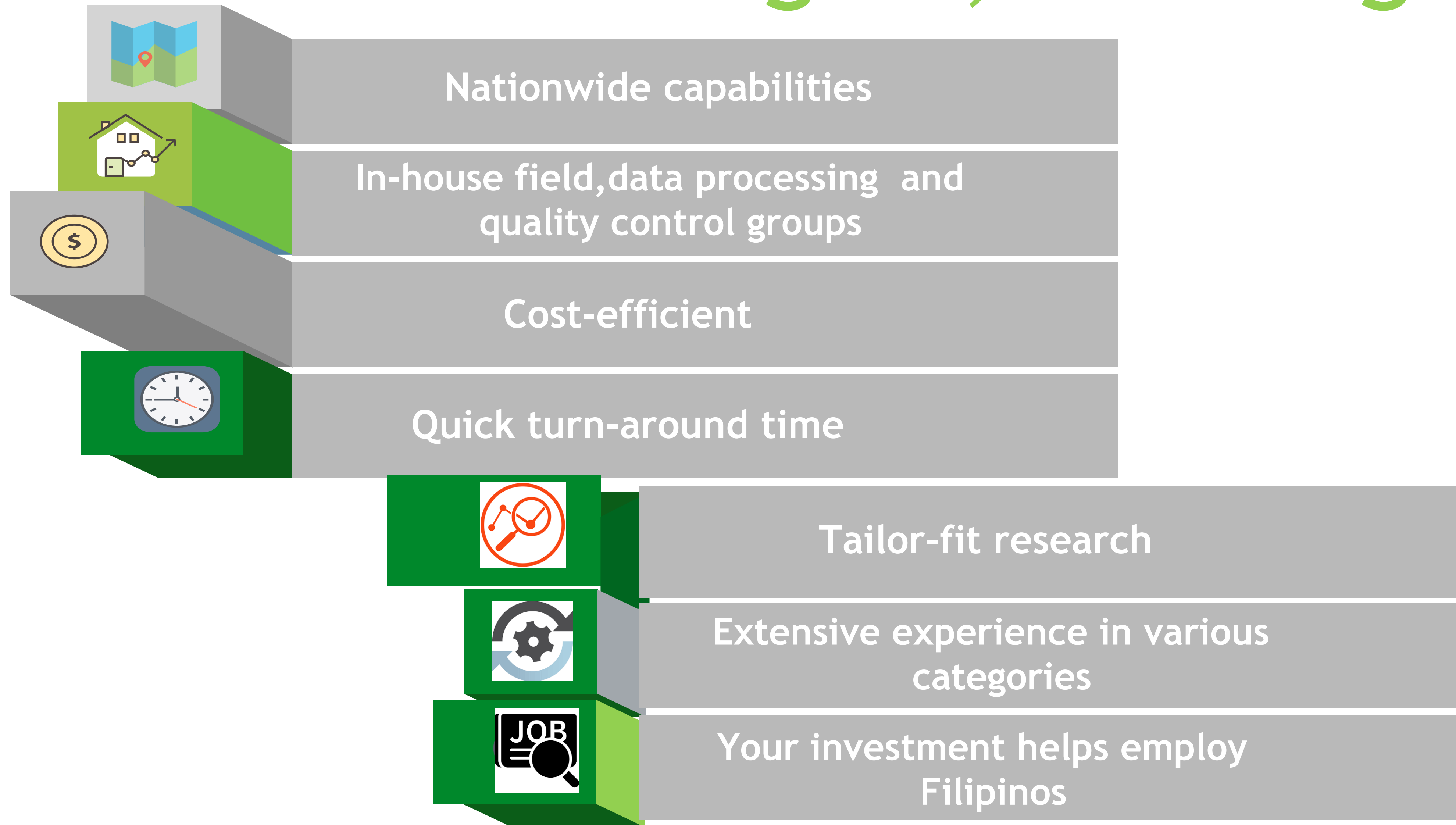
Qualitative

- ❖ Focus Group Discussions (FGD)
- ❖ In-Depth Interviews (IDI)
- ❖ Ethnography
- ❖ Observation

Quantitative

- ❖ Face to Face- Pen and Paper (PAPI)
- ❖ F2F CAPI
- ❖ Intercept
- ❖ Telephone Survey
- ❖ Central Location Testing (CLT)
- ❖ Home Usage Test (HUT)/Placement and Recall
- ❖ Online
- ❖ Mystery Shopping

Our Strengths, Our Edge





Field Strengths

- 🇵🇭 Manpower nationwide in key cities
- 🇵🇭 Total of more than 90-100 field interviewers and recruiters nationwide
- 🇵🇭 Can speak different dialects
- 🇵🇭 Can converse with different socio-economic classification

International Research Agency Partners



Far East

China



bda



Japan



Hong Kong





South East

Singapore





South East

Malaysia

Thailand

Indonesia





South Asia

India





West Asia



UAE





Europe

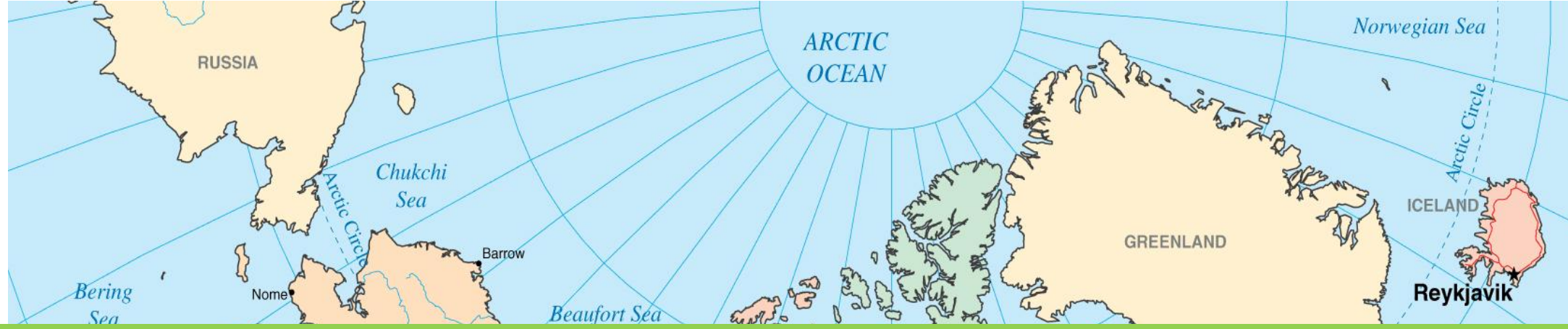


Belgium

Germany

haystack
finding needles

4Dshopper



North America

USA



International Collaborations

NOKIA

THE WALL STREET JOURNAL.

ASIA

PRINT ◊ ONLINE ◊ MOBILE



Givaudan[®]

Industry Exposures



Food & Beverages



FUNDADOR





Food & Beverages





Real Estate





Banking & Finance





Fashion & Retail



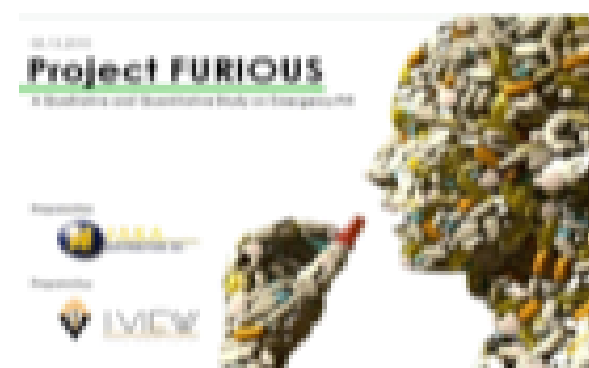
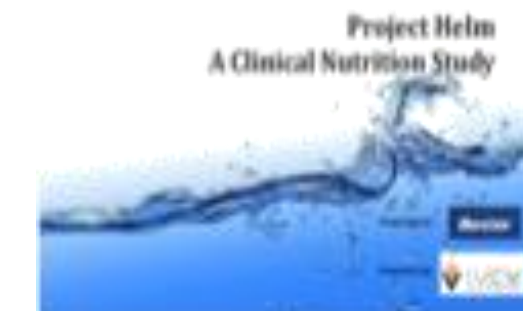


Dining & Hospitality





Pharmaceuticals & Personal Care





Pharmaceuticals & Personal Care





Telecoms & Services





Transportation & Energy

ISUZU

MOTOLITE



PETRON





Learning Institutions & School Supplies

KUMON®

T Pencil
Tough to the Tip.



AMSPEC®
AMALGAMATED SPECIALTIES CORPORATION





Consumer Durable

*American[®]
Standard*



Animal Feed



V I T A R I C H
Rich in History. Rich in Excellence.



Media & Advertising



ADFORMATIX





Media & Advertising



Adsventure





Media & Advertising





Thank you!