
International

- We're used to conducting multi-country studies for our clients. Over the years, we've built up a network of agencies that share our way of thinking, that we call on when required. We retain overall control of the project and take responsibility for research design, managing and co-ordinating our partners, and analysing and debriefing the findings across markets. But we rely on these agencies to conduct the fieldwork and provide local and cultural insight to ensure that nothing is lost in translation.

This strong central co-ordination allows us to come to a view across a number of different markets, enabling clients to make decisions on a regional or global basis. But it also allows us to highlight country specific details that may allow local teams to tweak their approach or carry out more tactical activity.

Here's how our approach works:

1. We take your brief and design the research study from methodology and sample to discussion guide with specific techniques.
2. We brief the local team by telephone and email initially, and follow up with cogent briefing documents and detailed discussion guides.
3. We travel to each market, briefing the moderating team again, face to face, and observing the fieldwork.
 - a. This allows us to have first hand experience of the market and the consumers – we learn a lot through observation.
 - b. It means we can deal with any issues as the interviews progress.
 - c. And we can follow up – there and then – issues that arise from the interviews and any further questions from local clients.
 - d. The analysis process can begin straight away – while the fieldwork is progressing.
4. At the end of the fieldwork, we have a lengthy verbal debrief with the local team to explore and check on any emerging hypotheses and explore any pertinent cultural nuances.
5. Analysis of the findings from each of the markets then follows, and we compose a global debrief which provides overall strategic direction, peppered with local market observations.
6. As the findings percolate through our clients' organisations, we're always happy to answer follow-up questions, consulting our local partners again whenever relevant.