



FACTS AND FIGURES GfK SWITZERLAND AG

With sales totaling CHF 75,8 million (2014) and a market share of around 38,9%, GfK Switzerland is the largest market research company in Switzerland and offers market research services for all industries.

Since 1999, GfK Switzerland has formed part of the international GfK Group (GfK SE), which is headquartered in Nuremberg, Germany, and is one of the world's largest market research organizations.

History

- 1959 Established as an organization carrying out household analysis
- 1975 Merges with GfM, the Swiss Marketing Association (Schweizerische Gesellschaft für Marketing)
- 1999 IHA-GfM becomes a wholly-owned subsidiary of GfK AG, Nuremberg, Germany
- 2002 Name is changed to IHA-GfK AG
- 2009 50th anniversary and name is changed to GfK Switzerland
- 2010 Integration of GfK Trustmark AG, Zurich, Switzerland
- 2012 New branding and new «Own the Future» global strategy
- 2013 Integration of GfK Telecontrol, Bern, Switzerland, and GfK Research Matters, Basel, Switzerland

The Company

GfK is the trusted source of relevant market and consumer information that enables clients to make smarter decisions. More than 13 000 market research experts combine their passion with GfK's 80 years of data science experience. This allows us to deliver vital global insights matched with local market intelligence from more than 100 countries, including Switzerland. By using innovative technologies and data sciences, GfK brings together online and offline to turn big data into smart data.

Our research creates new growth opportunities. We help our clients to develop successful strategies to enrich the lives of consumers. With a market share of 38,9% (2014), GfK Switzerland AG is the leading organization of Swiss market research. For more than 50 years, the company has been offering comprehensive market research services and had its finger on the pulse of the Swiss market

GfK Switzerland is the only Swiss market research organization whose surveys have been certified with the Good Priv@cy seal for data protection quality from SQS. For us, data protection and information security are a priority.



Further information can be found at www.gfk.com/ch. Follow us on Twitter at: www.twitter.com/gfk_de

Sales in 2014

CHF 75,8 million

Management

Dr. Ludovit Szabo

(Managing Director and Head of CE Consumer Experiences)

Peter Fickentscher

(Head of CC Consumer Choices)

Staff based in Switzerland 2015

Approximately 300 employees (permanent)

Shareholders

GfK SE Nürnberg (100%)

Joint Venture

Media Focus GmbH (in partnership with The Nielsen Company)

Memberships

- vsms Verband Schweizer Markt- und Sozialforschung (Association of Swiss Market and Social Researchers)
- vsms swiss interview institute®
- ESOMAR
- GfM Schweizerische Gesellschaft für Marketing (Swiss Marketing Association)
- SQS Schweizerische Vereinigung für Qualitäts- und Managementsysteme (Swiss Association for Quality and Management Systems)
- Swiss Marketing (SMC)
- Verein Unternehmens-Datenschutz VUD (Swiss Business Data Protection Association)

Products and services

Clients benefit from both our international and local market expertise, which is rooted in the long-standing experience and international cooperation within the GfK Group. GfK offers the market a solution for every stage along the consumer journey.

Survey infrastructure

- Approximately 200 respondents in the telephone lab
- Approximately 300 respondents in the field
- Test studios in Switzerland: Lausanne, Lucerne and Zurich
- GfK Group call centers: 1 100 CATI stations in 32 countries
- Call centers in Switzerland: 110 CATI stations in Hergiswil and Lausanne; interviews conducted in all European languages
- Online pool with over 60 000 participants and access to the GfK's GOP Global Online Panel
- Pool of high net worth individuals (including subjects with assets worth €1 million or more)
- Mystery shopper pool

Methods

Ad hoc research (national and international)

- Quantitative questionnaires:
 - Business to consumer (B2C)
 - Business to business (B2B)
- Paper and pencil interviews (PAPI)
- Telephone interviews (CATI)
- Online (CAWI)
- Recruitment
- Eye tracking
- In-hall face-to-face interviews (CAPI, CAWI)
- In-home face-to-face interviews (CAPI)
- Qualitative surveys
 - Individual exploration
 - Ethnographic data

- Group discussions
- Qualitative online research (sociolog.dx)
- Workshops
- GeoMarketing

Omnibus surveys

- Telebus: 500 telephone interviews carried out twice per week
- eBus: 500/1000 online interviews per week
- Omnibus survey of physicians: 120 interviews, nine times per year
- OTC omnibus: pharmacists and chemists, 160 interviews, nine times per year
- Specialist omnibus surveys (healthcare segment)

Multi-client studies (selection)

- Beauty Care U&A in western Europe (D, F, UK, I, E) and the USA
- Business reflector©

Markets

Specialized teams form centers of expertise for the following markets:

- Automotive
- DIY and garden
- Energy
- Fashion and footwear
- Finance and insurance
- FMCG (food/near-food products)
- Retail
- Household and hygiene
- Healthcare and pharmaceuticals
- Household electronics:
 - Consumer electronics
 - Photography
 - Household appliances
- Heating and plumbing
- Home:
 - Furniture/equipment
 - Household/décor
 - Household textiles
- IT, office, telecommunications
- Media, advertising, communications
- Optics
- Public services, NPO
- HR
- Post, logistics, traffic and transport
- Social research
- Toys
- Sport
- Numerous other submarkets and niche markets
- GeoMarketing analysis for all industries

Research areas

Panel research

Standardized analyses for information on trends, volume, sales, distribution channels and segments in our clients' markets: product and pricing policies, advertising, distribution, sales and logistics.

Panels

- National and international panels (including Europanel, GOP Global Online Panel)
- Retail panel (non-food)
- Radio research panel (on behalf of Mediapulse)

Exclusively for Switzerland:

- Total Store Report: analysis (comprehensive range of products offered by Swiss retailers)
- Shopping center Index: work planning and controlling platform for retailers leasing sales space, center managers and shopping center management

Media research (panel and ad hoc research)

Radio audience measurements, media research on user requirements, product design and optimization, campaign performance measurement, including online and mobile tracking.

Ad hoc research

Tailored solutions to questions in the specified markets and/or topic areas

Topics

- Organization research, employee engagement
- Brand and customer experience research
 - Loyalty research
 - Client Fast Feedback systems
 - Brand research
 - Brand relationship management
 - Communications research (pre and post testing)
 - Brand experience management
 - Mystery shopping
- Market opportunity and innovation research
 - Market opportunities and innovation/potential analyses
 - Qualitative and quantitative baseline studies (usage and attitude)
 - Segmentation (lifestyle and need requirements)
 - Packaging analyses with shelf simulation
 - Launch/relaunch support
 - Concept/product tests
 - Conjoint analyses
 - Product optimization
 - Price research
 - Price meter
 - Conjoint methods and price challenger

- Field and tabs (CATI, CAWI, CAPI)
 - Electronic TED questionnaires
 - Mystery (visiting, shopping, calling)
 - Distribution analyses
 - POS questionnaires
- Usability research
- User experience research
- CRM
 - Customer structure analysis
 - Customer lifetime value
 - Churn models
 - Potential analyses
- Social research
- Shopper research and retail performance

Publications

- Retail trade book: «Detailhandel Schweiz 2014» (Swiss retailers in 2014)
- Specialist publication «Shopping-Center Markt Schweiz 2014» (Swiss shopping center market in 2014)
- «GfK Market Monitor»: quarterly newsletter on market development in Switzerland
- «GfK Consumer Experience» newsletter
- «Instant market knowledge»: the very latest PowerPoint graphics for your presentations

Events

GfK offers a variety of different events as well as a range of information via Twitter, blogs and Facebook. For more information, visit

www.gfk.com/ch

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