

ASK Global Universal



ASK for superior knowledge

About Us



ASK Global Universal is the one-stop global coordinator you can rely on!

With ...

- ▶ **passion for the task**
 - ▶ vast and long-term experience
 - ▶ cost efficiency due to home-office strategy
- ▶ **Real understanding of market research**
 - ▶ From full service to single services
 - ▶ With pragmatism and flexibility

We will be there for you ...

- ▶ **with individual and pro-active support for all your projects from start to finish**
 - ▶ responsible for lessening your workload
 - ▶ providing continuous transparency
 - ▶ delivering the most reliable output

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Who we are



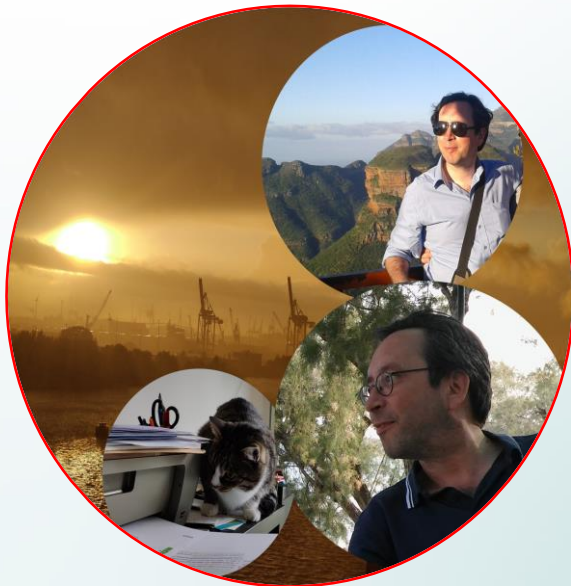
Rosemarie Plette

- 25+ years experience in international full service and coordinating market research
- Sole owner and Chief Executive of ASK Global Universal Ltd.



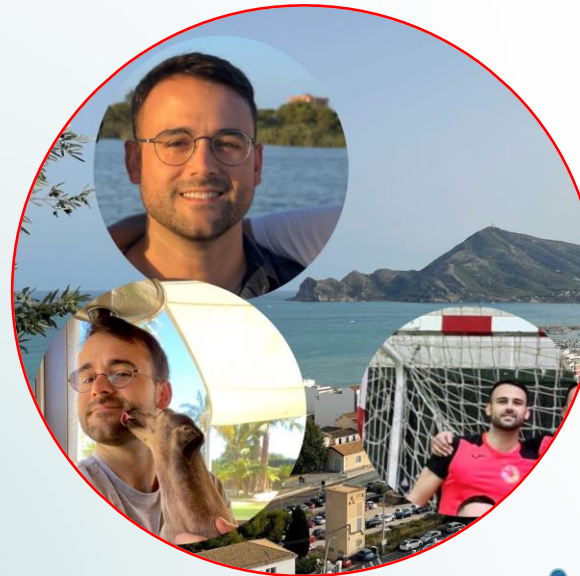
Petra Buss

- 20+ years experience in international full service market research
- Senior international qualitative and quantitative Project Director
- Passion for detail, efficient and proactive



Steffen Pohl

- 25+ years experience in international full service market research
- Senior international qualitative and quantitative project manager
- Specialised in international research in EMEA + Americas
- Vast knowledge of cultural diversities and moderation skills



Adrián Madrid

- 5+ years of experience in qualitative research and project management
- International qualitative and quantitative project manager
- Extensive experience in moderating both online and offline activities and conducting ethnographic research

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Services



Project Coordination

Data collection in one country or multi-country projects
Handpicked associates with long-term partnerships



International Locations

Europe, Middle East, Asia, the Americas, Australia, and Africa



Online and Offline Services

Online: CAWI, communities, diaries, focus groups, IDIs
Offline: on site, in-home, in facility



Qualitative and Quantitative Market Research

Qualitative: Focus groups, creative workshops, IDIs, Ethnographic studies
Quantitative: face-to-face, Telephone interviews, CAWI/CATI interviews



Targets

B2C or B2B, especially hard to reach targets



Recruitment

Face-to-face, telephone, web recruits, data base, tailormade approaches

Market Sectors



Automotive



Healthcare / Pharmaceutical



Kids & Youth / Education



IT / Telecommunications



Fashion / Cosmetics / Fragrance / Personal Care



Electronical / Household Goods / Appliances



Food / Beverages / Stimulants



Pets / Leisure / Travel



Specialists at work



Transparent coordination guaranteed:

- ▶ We will take care of every aspect of your project for you with
 - ▶ a quotation within 24 hours of making your request.
 - ▶ our full attention from beginning to end.
 - ▶ selecting the tailor-made and most experienced data collector for your project, your target group, and methodology.
- ▶ We are always looking for the most cost-effective approach with the highest quality standards by
 - ▶ working with accredited trustworthy and long-standing fieldwork partners.
 - ▶ briefing, supervising and auditing throughout the study, double-screening respondents and making quality control calls.
 - ▶ Checking, validating data, delivering whatever you need from field only, data-sets to full reports.

Contact us



Of course we will be pleased to hear from you!!

Just send a mail to Rosemarie:

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or call +44 1736 71 93 21

Or send a mail to Petra:

pb@askglobaluniversal.com

or call +49 40 75 36 48 31



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