



State-of-the-art Market Research in Russia

Welcome to large and mysterious (even for its own inhabitants) Russia!

To the country where it is often dark and cold but sometimes hot and foggy.

Anyway, you don't see clearly what is ahead.

What if a big BEAR waits for you there?



# About us

我们已为多家中国企业提供专业研究服务，期待成为您信赖的本地伙伴。

In Russia you can't do without an experienced guide, pilot or navigator. Only the person will tell you everything about the "big bear" and teach how to make friends with it.

We are such a guide.  
We have been studying Russia for 28 years and it ain't so bad.

Why? Because we have knowledge, know-how, aspiration and, above all, experience!  
We are ready to guide your business through a thorny path leading to success.



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SOCIS MR Russia is a full service market research agency.  
However fieldwork is our primary focus.

We are members of:

**esomar**



**7089** группа

# Main activities:

- Market research
- Media research
- Sociological research

Research is carried out under  
the ESOMAR Code

**ESOMAR**

Fieldwork is controlled by  
"Socis Basis Fieldwork" Management System



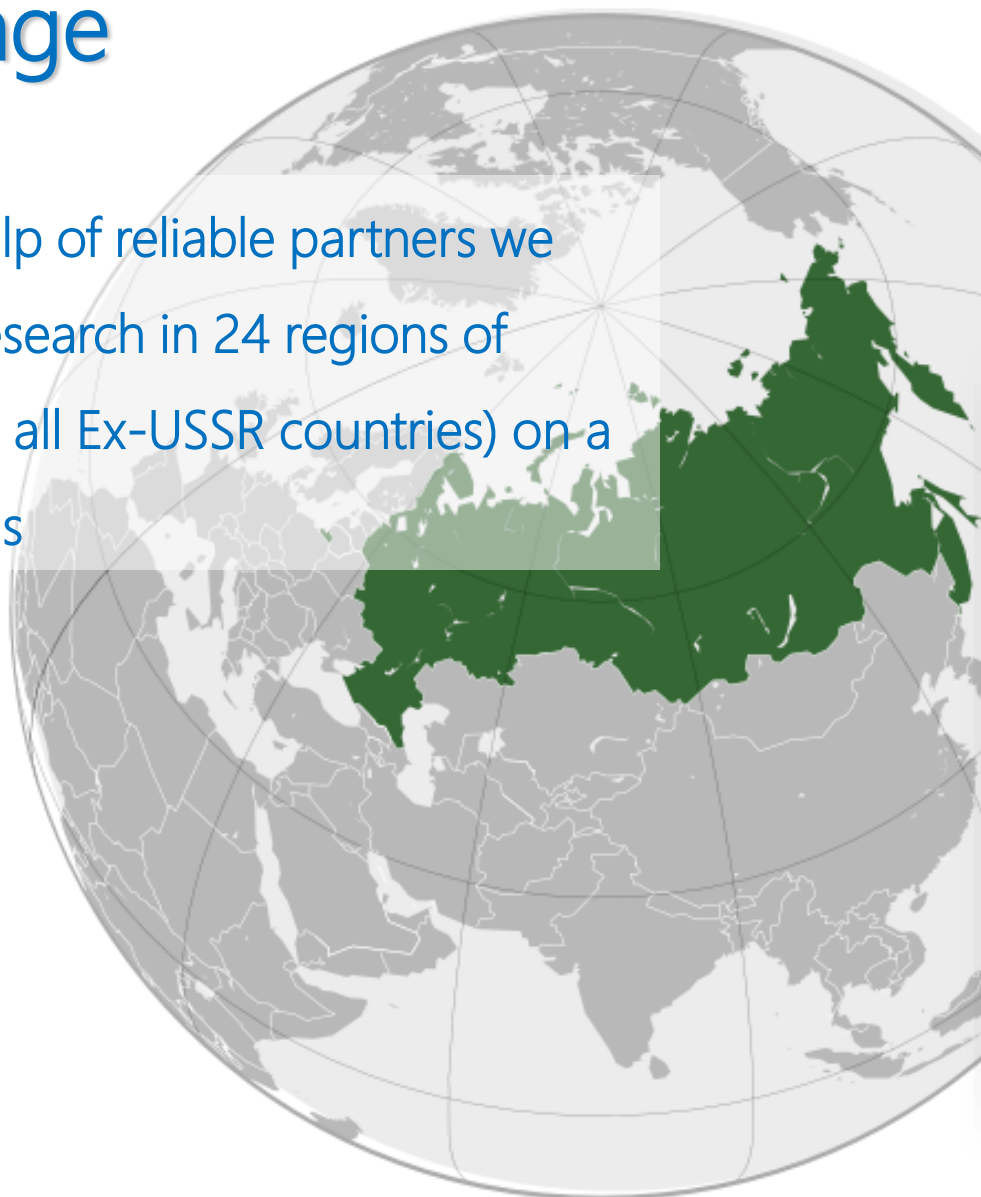
# Our team



- 15 full-time employees
- more than 200 interviewers
- 5 experienced in-house moderators

# Coverage

With the help of reliable partners we carry out research in 24 regions of Russia (plus all Ex-USSR countries) on a regular basis

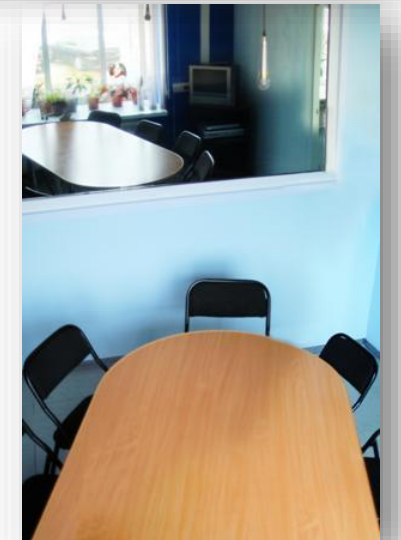


*Partner conference in Yaroslavl*

# Facilities (1):

## Focus-room in Moscow

- Large one-way mirror
- Comfortable client's room
- Online translation
- Simultaneous translation

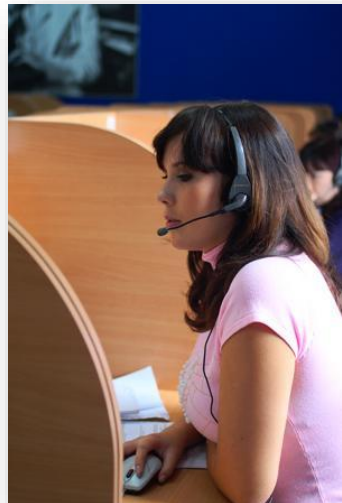


+ venues in major cities

# Facilities (2):

## CATI-Center

- Tracking and monitoring research
- Media research
- Omnibus research
- Assessment of Ad-campaign effectiveness
- Loyalty studies (NPS / CSI)



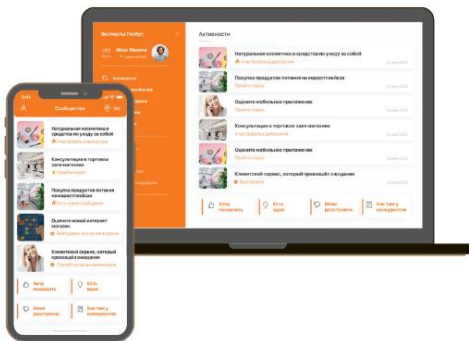
60 own workstations + more than 100 seats in other regions

Modern software DEX (incl. dialer)

100% audio records

# A platform for managing online communities

In partnership with the development team, SOCIS offers the market a modern tool for creating and moderating online research communities (Insight Communities).



- Mobile-oriented: both the desktop version and the mobile application with the possibility of customization / branding.
- Different types of activities (discussions, polls, voting, assignments).
- Deep segmentation of participants (tagging).
- A convenient system for awarding rewards (both points and money).
- Flexible tariffs for the service.

# Level of expertise

**BIG Europe**  
International Market Research

BIG Europe, The Com Exchange, 21 Brunswick Street, Liverpool, L2 0PJ

SOCIS MR  
Roman Ogloblin  
Prospect Oktjabrja 47  
150040 Yaroslavl

RUSSIA



Business Information Group  
is an association of market  
research companies in 14  
European countries and 11  
partners on other continents  
[www.big-research.com](http://www.big-research.com)

14<sup>th</sup> December 2017

## BIG Award 2017 – First Prize

Dear Roman,

As President of Business Information Group I would like to congratulate you and the staff of SOCIS for winning the BIG Award 2017 against a lot of top class competition from other European members. It means that the market research project you have submitted and presented to the membership was evaluated by fourteen European market research companies, all experts in this field, and voted best European project of the year in terms of methodology, implementation, reporting and value to your client.

You deserve the respect and acknowledgement that this award is a symbol of!

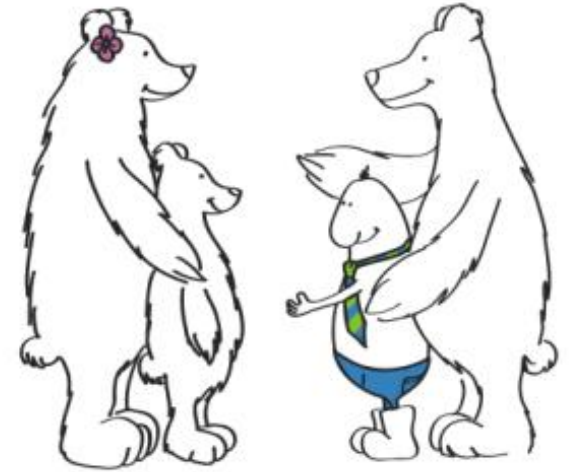
If I may add, all members of Business Information Group enjoy continuously working with you on international projects because of your reliable quality work.

Kind Regards,  
Business Information Group BIG

*David Murray*

David Murray, President

In 2009-2012 SOCIS joined Top 20 of Russian MR companies in categories "Personnel professionalism", "Business processes management" and "Quality control" (project "Ranking of Russian National Research Association 7/89 Group")



SOCIS is a winner of **BIG Award 2011**, **BIG Award 2017** and took the 1st place at the contest "789 Award 2013"

Professional acknowledgement is very valuable for us and gives us momentum to new achievements.

# Among our clients:

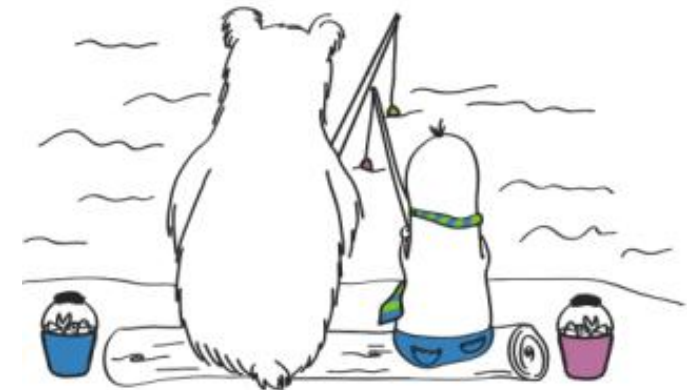
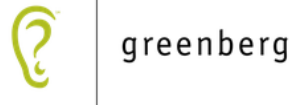
## BRANDS



## ADVERTISING



## MARKET RESEARCH INDUSTRY



# A few references



«The research was absolutely helpful to me. It was sufficient for us to make a strategic decision regarding GORE-TEX in the Russian market, and I used the data to explain the proposed decision»

**Mike Adams,**  
GORE-TEX Hunting Footwear Team



On behalf of our company, I can confidently recommend the SOCIS team. Thanks to their professionalism and experience, we successfully implemented a complex project with our client HONGQI, which involved numerous in-depth interviews and home visits across various cities in Russia, with participants from a hard-to-reach audience. The project was completed within tight deadlines, while maintaining high quality. SOCIS has proven itself as a reliable and flexible partner that we can fully rely on.

Eileen 胡建宇



«Our company can confidently recommend SOCIS as a reliable partner for work in Russia. The team of SOCIS has done justice to itself by realization of an extremely challenging project which included four non-standard focus groups. In spite of a tight schedule, difficulty of recruitment and the guide the project was fulfilled in full in Moscow, respondents met completely the screening criteria and the moderator could be given an "excellent grade"»

**Michal Zielinski,**  
Managing Director



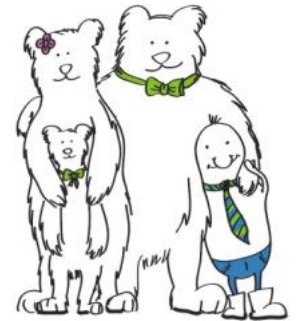
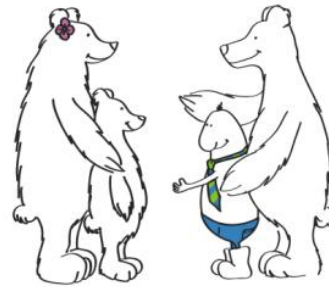
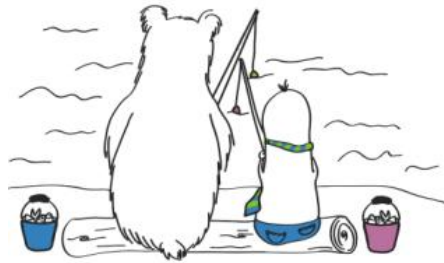
汇知意德  
Management Consulting

Based on the extensive research conducted by the SOCIS team in Russia, the in-depth interviews and home visits with car owners have proven to be invaluable in gaining deep insights into consumer behavior and preferences.

The meticulous approach to gathering data through these methods has provided our client (big automotive brand) with valuable information that will undoubtedly shape their marketing strategies and product development in the future.

I highly recommend the SOCIS team for their professionalism, attention to detail, and dedication to delivering actionable insights through their research efforts.

**Gong Fei,**  
Research Director



We've been studying Russia since 1997 and it ain't so bad!



**SOCIS**  
**Discover Russia**

Main office: Yaroslavl, Oktyabrya ave., 47

Phone in Moscow: +7 (495) 510-19-40

Phone in Yaroslavl: +7 (485) 273 92 37

[info@socismr.com](mailto:info@socismr.com)

[www.socismr.com](http://www.socismr.com)