

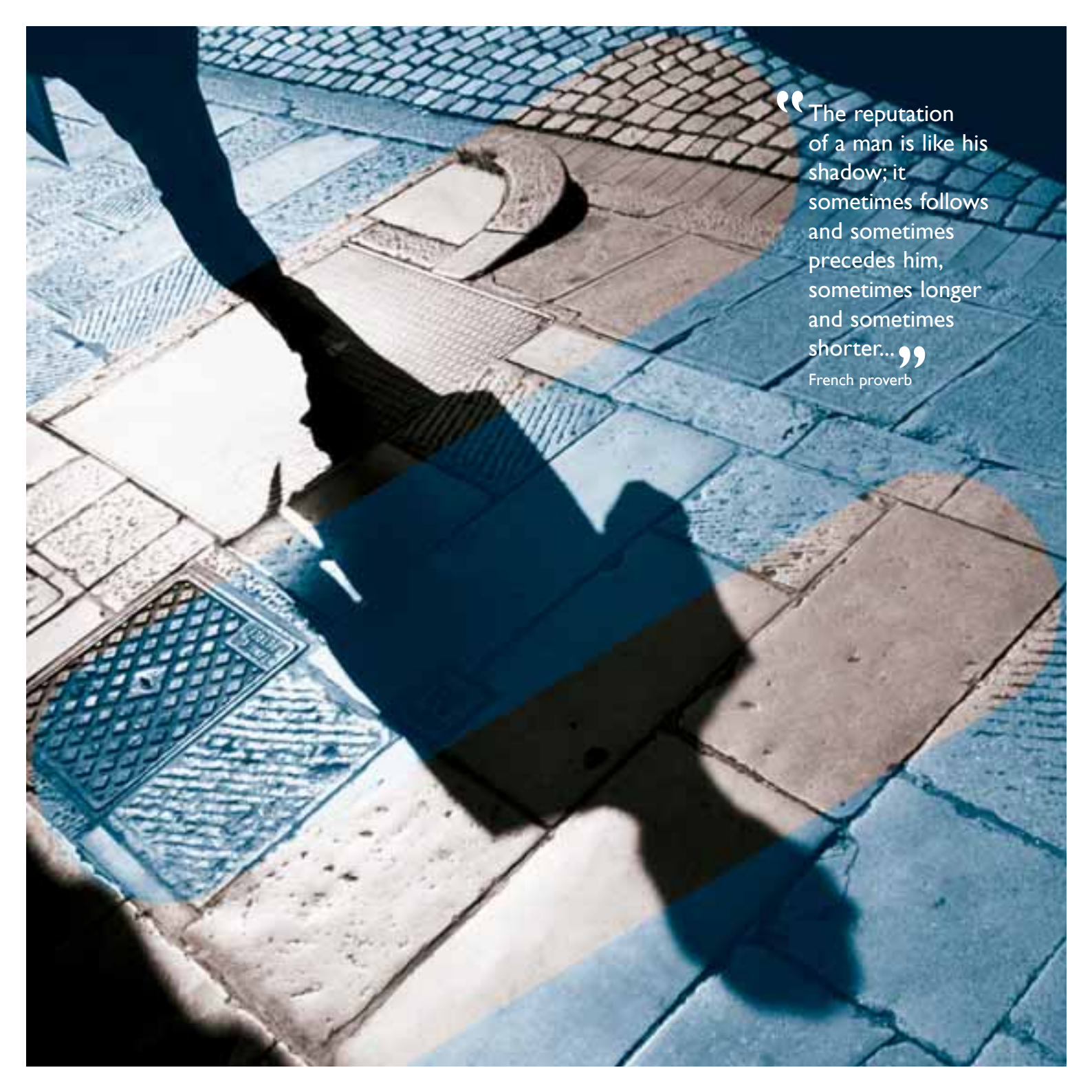


reputation

Developing, enhancing and protecting reputations is critical to the success of individuals, companies and brands. Network's reputation is based on the skills of our people and the unique way the company is structured: placing researchers in direct command of each stage of the project.

The level of service we provide to our clients produces long-term relationships based on mutual respect and trust.

Whether a project is modest in scale or based on many thousands of interviews, we never forget its power in determining individual and corporate reputations.



“The reputation
of a man is like his
shadow; it
sometimes follows
and sometimes
precedes him,
sometimes longer
and sometimes
shorter...”
French proverb

why? how? what? where? who?

Nobody has all the answers, because the questions are constantly changing.

Market research is about asking the right questions of the right people and providing the right interpretation of their answers.

But it's not as easy as it sounds. It demands expertise, imagination and the right resources.

For nearly 15 years, we have earned a reputation for exceptional research, working for some of the most successful organisations in the world, across many different markets, reaching many different types of people.

Whether it is measuring their reputation in the market place; monitoring the service they give to their customers; finding out what their employees think; assessing the effectiveness of their communications; or looking for new market opportunities, we work hard to keep our clients successful.



“Questions are never discreet.
Answers sometimes are.”

Oscar Wilde

pioneering

Network has pioneered many important developments in market research.

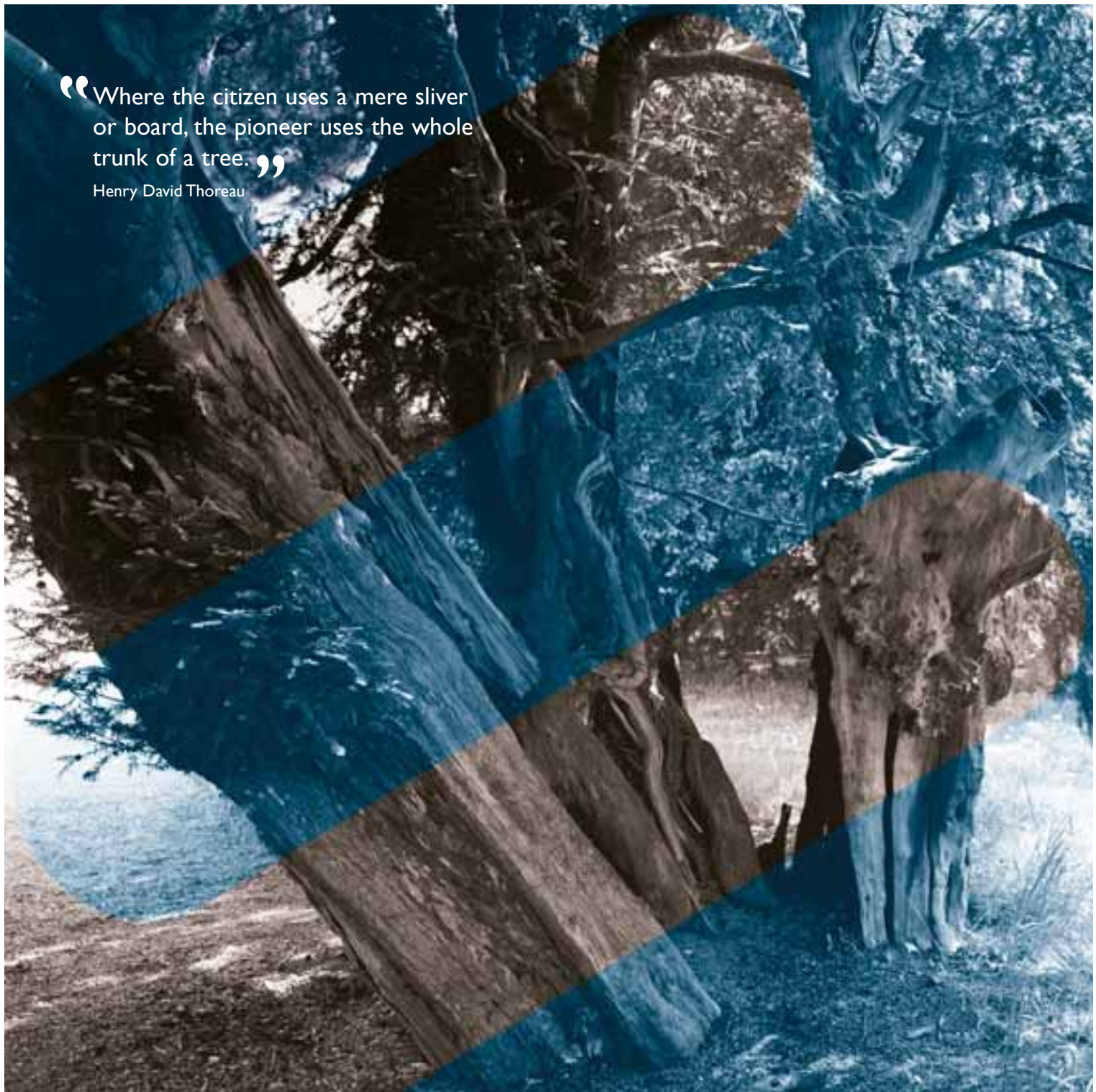
We were the first to develop a multi-media CAPI service that played video material within an interview; first to offer depth interviewing by telephone; first to provide digitally recorded verbatim comments in an interactive database. Technologically smart, we have developed many internal applications to maximise efficiency and improve the communication of results.

Professionally, Network is also at the forefront. We are one of the first agencies to be recognised as an M.R.S. Accredited Interviewer Training Centre and to have an approved Graduate Development Scheme. In addition, we hold BS7911 and are an Investor In People company.

Pioneers in quality of thinking and systems.

“Where the citizen uses a mere sliver or board, the pioneer uses the whole trunk of a tree.”

Henry David Thoreau



25 West Tenter Street, London E1 8DT
T: +44 (0)20 7680 5100 F: +44 (0)20 7680 5101
www.networkresearch.co.uk