



ABOUT US

our vocation

To listen, observe,
understand, decode so
as to invent the future



Soiwa HERZOG
44, rue Lamarck
75018 PARIS
Tél 01 42 55 58 87
Fax : 01 42 52 83 89
www.herzog.fr
Email : herzog@herzog.fr

In increasingly complex markets, with increasingly aware, demanding, critical and fickle consumers, Soiwa Herzog, surrounded by a team of experts, has been able to bring you since 1983 experience, involvement, reflection, creativity and reactivity, to make adapted and efficient marketing decisions.

More than 25 years of multi-sectorial expertise to enrich our recommendations on your markets:

- Food market (food and drinks industry, hygiene, beauty, house cleaning, DIY)
- Luxury (perfumes, textile, leather...)
- Services (banking and insurances, telephones, Internet, tourism...)
- Car
- Health market (ethical and OTC), phytosanitary
- Distribution
- etc.

ABOUT US

our approach

Focus on quality at all the different steps of the research:

- Recruitment of consumers outside of panels, reliability of quantitative field work (constant supervision)
- Collection of information and its analysis by experienced players
- Practical, operational syntheses and recommendations enriched with our knowledge of the markets

Adapted and resourceful methods to bring subtle, reliable and operational answers to the questions at issue:

- Observation in situ (consumption notebooks, camera...)
- Face to face interviews
- Groups with projective techniques and materials (identity kits, tactile stimuli, visuals...)
- Quantitative (hall test, CAWI, on line...)
- Semiology

A follow-up through consulting, if required and requested by the client.



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our expertise

Closest to reality, so as to answer a wide array of tactical or strategic issues.

Detecting the new trends,
grasping and understanding the insights, the aspirations, the new needs and behaviors, the drivers on the markets.

Diagnosing the territories and the mixes,
defining the strengths, weaknesses and potential opportunities of a brand, a product or a service.

Bringing to light, Screening, Optimizing new product or advertising or services concepts

Validating and optimizing advertising and promotional communication
testing of commercials, advertising, advertorials, mailings, loyalty programmes, incentives...

Checking the organoleptic performances of a product and helping to optimize it

Validating and optimizing packaging, brand identities, logos...

A real expertise of the different targets including children and teenagers



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live research

[HOME VISIT] & [SHOPPER STUDIES]

- Closest to consumers' behaviors via immersion and observation of their daily lives, of their "real lives".
 - at home : ethnography of daily living to detect new insights, to better understand habits and behaviours: consumption notebooks.
 - on the point of sale : to elucidate the buying decision-making processes, the arbitrages or to better understand the strengths and weaknesses of the packs on the shelves.



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[STREET VOICE]

- Vox Pops made in the street for a quick, direct and spontaneous feed-back of consumer habits or perceptions on a given theme.

[TRACKING BLOG]

- Follow-up of the uses, perceptions, appeal of new concepts for a product, a pack... while they are being discovered by consumers and integrated into their daily lives:
 - individual follow-up of each of the respondents included in the research.
 - eventual dynamic of confrontation.

METHODOLOGICAL CORPUS

flash investigations

[CONSULTING & VERBATIM]

- To bring insights to light, for validation / optimization of concepts, packaging, TV commercials, ads, incentives, direct mailing, loyalty programs, logos...
- Focus groups leading to:
 - a synthesis of the key findings along with operational recommendations
 - a video selection of the key moments in the groups as an illustration, optionally

[COMM'CHECK]

- Modules of 12 interviews conducted by Project Managers, to diagnose story-boards, animatics, TV commercials... leading to topline, real tools to help optimize the project:
 - on an individual basis for a more reliable diagnosis of the understanding
 - an approach perfectly adapted to children targets

[SEMIO-FLASH]

- Operational watch and relevant outlook of a semiologist on an advertising, packaging corpus.
- Analysis associated in most cases to a consumer approach so as to:
 - better assess the performance of an advertising communication, of a pack as such and vs. the competition
 - detect the available conceptual and enunciation niches



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METHODOLOGICAL CORPUS

strategy & innovation

In quest of consumer insight and trends

In the perspective of strategy & innovation

[IN DEPTH]

- To diagnose and bring to light the needs, expectations, drivers of a market, the evolutions in the representations, attitudes, images and behaviors.
- A palette of dynamic, projective and in-depth techniques
- Groups, mini-groups, groups of confrontation, triads, face to face interviews...
Completed or not with a prior "live" phase

[PRO-ACTIVE SEARCH]

- Interactive workshops allow to optimize a concept, packaging, a logo, the product mix via successive sessions.
- With live interaction between the Project managers of the Client, consumers and 2 senior consultants from HERZOG. (including Soiwa Herzog and a consultant experienced in advertising marketing).
- Sessions over one or several days sequenced with days of reflection and of debriefing in view of the previous stages to obtain a directly operational result.



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METHODOLOGICAL CORPUS

quantitative

Validations

Through quantitative phases, enriched with a qualitative perspective

[COB]

- Packaging test via a specific and standardized method that allows to avoid rationalization.
- A technique that enables to diagnose the relevance:
 - of the current packaging of a product vs. the competition
 - of new packaging projects vs. the current one and vs. the competition

[STAND OUT] and [BRAND RECOGNITION]

- Quantitative modules to measure the impact of packaging (usually coupled with a COB)

[BENEFITS AND BARRIERS]

- To understand, in a weighted way, the benefits and barriers of a product or a brand

[CONCEPT TEST]

- To screen or validate concepts for new products, thus gradually building with different studies an internal database.



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[ADVERTISING COMMUNICATION PRE-TESTING]

- Made on larger samples, with questionnaires that alternate open-ended questions, questions with rating scales and projective questions.

Field-work in hall-tests (Paris and Provinces):

- a team of professional interviewers trained to probe open-ended questions
- permanent control of the field-work by our field managers
- statistics by SOCIOLOGICIELS

Field work via Internet with the support of an access panel

Processing and analysis of the information by statisticians with in addition a qualitative perspective analysis of the verbatims or with more thorough investigation of the results by groups or individual interviews



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international research

Setting up of an organization adapted for multi-local qualitative research, with a global vision:

A Senior consultant (consultant in international market research and strategy for 18 years, with successive positions in Paris, New York, London, Mexico and Rome:

- Perfect proficiency in French, English, Spanish and Italian (moderating, writing of reports and recommendations in the four languages)
- Good knowledge of Anglo-Saxon, Latin-American, Italian, Spanish cultures).
- Logistic and cultural support of a local partner institute
- Perfect understanding of the different markets with no loss due to the successive relays and with the guarantee of a strategic continuity
- More targeted and reliable recommendations both on the local and on the global level



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Specific adaptation of the COB method to the issues of PACKAGING on an international level



references & contact

- In-house group meeting rooms equipped with one way mirrors or video systems.

- Some trade references:

Casteljajac
Cuisimer
Danone
Henkel France
Jet Tours
La Française des Jeux
La Mondiale
Labeyrie
Laboratoires Forte Pharma

L'Occitane
Lolita Lempicka
Nestlé
Neuf Cegetel
Publicis
Simone Pérèle
Agence V
Volkswagen
William Saurin

...

- We are member of SYNTEC (French Marketing Research Committee), ESOMAR, ADETEM, GLOBAL DYNAMICS (International Network in Europe, USA, Far East).



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