

Facts and figures: GfK Switzerland AG

With sales totaling CHF 62.4 million (2010) and a market share of around 33%, GfK Switzerland is the largest market research organization in Switzerland* and offers market research services in all sectors. Since 1999, GfK Switzerland has been part of the international GfK Group (GfK SE), which is headquartered in Nuremberg and is one of the top four market research companies in the world. *according to vsms industry statistics

History

- 1959 Established as an institute carrying out household analysis
- 1975 Merges with GfM, the Schweizerische Gesellschaft für Marketing (Swiss Marketing Association)
- 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

The company

Continuity

With a market share of 33%, GfK Switzerland is the leading Swiss market research organization. For more than 50 years, the company has had its finger on the pulse of the Swiss, and increasingly also the international, market, with its comprehensive retail, consumer and media research. GfK Switzerland is a one-stop shop for panel research and both qualitative and quantitative ad hoc market research.

International

GfK Switzerland is part of the international GfK Group, which is one of the four largest market research companies in the world: more than 10000 employees based in over 100 countries handle national and international market research projects.

Responsibility

Social and cultural engagement, apprentice training, strict data protection certification, ISO and FSC certification, clear ethical corporate principles.

Sales in 2010

CHF 62.4 million

The sales figures for 2011 will be published at the end of Q1 2012.

Management team

Peter Meyer (CEO)
 Martin Seith (CFO)
 Bettina Hoffmann, Media Research
 Dr. Ludovit Szabo, Custom Research
 Peter Fickentscher, Retail and Technology

Employees based in Switzerland, 2010

290 employees
 (permanent)

Shareholders

GfK AG Nuremberg (100%)

Subsidiaries and participations

- Media Focus, Zurich
- GfK Telecontrol AG, Hergiswil

Subsidiaries of GfK International based in Switzerland

- GfK m2, Hergiswil
 (Retail and Technology, mobile content)
- GfK Research Matters, Basel
 (Healthcare)
- media control AG, Zurich
 (Media)

Joint venture

- ARGE Media Focus
 (in partnership with The Nielsen Company)

TV research international

Telecontrol licences in Armenia, Austria, Bulgaria, Cyprus, France, Georgia, Germany, India, Pakistan, Portugal, Puerto Rico, Romania and the Ukraine

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)

Products and services

Our customers benefit from our global and local market expertise, which is based on many years of experience and international cooperation within the GfK Group. GfK Switzerland offers solutions for each stage of the market and marketing cycle.

Survey infrastructure

- Approx. 400 interviewers in telephone laboratory
- Approx. 500 interviewers in the field
- Approx. 600 mystery shoppers
- Test studios in Switzerland: Lucerne, Zurich and Lausanne
- GfK Group call center: 1,100 CATI stations in 32 countries
- Call center in Switzerland: 156 CATI stations in Hergiswil and Lausanne; interviews in all European languages
- Online pool with over 50,000 participants and access to the GfK Group's GOP Global Online Panel
- Pool of individuals of high net worth (including subjects with assets worth one million or more)

Methods

Panels

- National and international panels (including Europanel, GOP Global Online Panel, etc.)
- Retail panel (non-food)
- Special: «Total Store Report»
- TV/radio panel (on behalf of Mediapulse)

Ad hoc research (national and international)

Online (CAWI)

- In-hall face-to-face interviews (CAPI)
- In-home face-to-face interviews (CAPI)
- Qualitative surveys:
 - Creative workshops
 - Individual exploration
 - Group discussions
 - Qualitative experiments
 - Qualitative online research (sociolog.dx)
 - User experience
- Quantitative surveys:
 - Business-to-consumer
 - Business-to-business
- Paper & pencil (PAPI)
- Telephone interviews (CATI)

Omnibus surveys

- Interbus: 500 personal interviews per week
- Telebus: 500 telephone-based interviews carried out twice per week
- Onlinebus: 500/1 000 online interviews per week
- Large-scale consumer omnibus survey: 1 000 interviews with large-scale consumers, twice per year
- Omnibus survey of physicians: 120 interviews, 9 times per year
- OTC omnibus: pharmacists and chemists, 160 interviews, 9 times per year
- Specialist omnibus surveys (healthcare segment)

Multi-client surveys (selection)

- Beauty Care U&A Western Europe (D, F, UK, I, E) and USA
- Business Reflector©
- Business Reflector Pharma©
- Insurance barometer
- Card monitor

Markets

Specialized teams form centers of expertise for the following markets:

- Automotive
- Do-it-yourself/garden
- Energy
- Fashion and footwear
- Finance and insurance
- FMCG (food/near-food)
- Retail
- Household and hygiene
- Healthcare, pharmaceuticals

- Home electronics:
 - Consumer electronics
 - Photographics
 - Household appliances
- Heating and plumbing
- Home:
 - Furniture
 - Household goods
 - Home textiles
- IT, telecommunications
- Media, advertising, communications
- Optics
- Public services, NPO
- Human resources
- Postal services, logistics, transport
- Social research
- Toys
- Sport
- and a variety of further submarkets/niche markets

Topics

Panel research

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

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, center directors and the center management.

Ad hoc research

Tailored solutions for your questions in the specified markets and/or topic areas.

Media research

(panel and ad hoc research)

Audience measurement for TV and radio, data on the consumption of print media, media research on the requirements of users, product design and optimization, distribution and subscriptions, measuring of advertising recall and advertising pretests/posttests.

Topics in detail (extract)

- Branding and positioning (e.g. BVT Brand Vitality Tracking, GfK Target Positioning©)
- Tasting tests
- Distribution analyses
- Electronic TED surveys
- Emotions research (EMO Sensor)
- Image and positioning analyses
- Concept/product tests
- Client structure analyses
- Client satisfaction
- Label and product diagnosis
- Launch/relaunch support
- Lifestyle research (Roper Consumer Styles)
- Market and brand analyses
- Opinion surveys
- Measurement surveys
- Employee satisfaction
- Motivation research
- Mystery (visiting, shopping, calling)
- Organization research
- POS surveys
- Potential analyses
- Price analyses
- Product optimization
- Promotion analyses
- Segmentation analyses
- Product line analyses
- Location analyses
- Touchpoint analyses
- Usage and attitude surveys
- User experience research
- Sales channel analyses
- Advertising pretests/posttests

Publications

- Reference book: «The digitally networked knowledge society» (2010)
- Annual reference book: «The Swiss retail trade»
- «GfK Vademecum 2011»
- «GfK Market Monitor»: four-yearly newsletter on market development in Switzerland
- «GfK Custom Research» newsletter
- «Instant market knowledge»: the very latest PowerPoint graphics for your presentations

Events

GfK Switzerland offers a range of interesting events.
www.gfk.ch. → [events](#)



GfK Switzerland AG

Obermattweg 9
CH-6052 Hergiswil

Telefon +41 (0)41 632 91 11
Fax +41 (0)41 632 91 23

Email info.ch@gfk.com
Website www.gfk.ch, www.gfk.com



GfK Switzerland AG, Trustmark

Siewerdstrasse 95
CH-8050 Zürich

Telefon +41 (0)44 392 04 07
Fax +41 (0)44 392 04 09

Email info@gfktrustmark.ch
Website www.gfktrustmark.ch



GfK Switzerland SA

Galerie Saint-François B
CH-1003 Lausanne

Telefon +41 (0)21 641 27 61
Fax +41 (0)21 641 27 60

Email info.ch@gfk.com
Website www.gfk.ch, www.gfk.com



GfK Switzerland AG, SirValUse

Mattenstrasse 81
CH-2503 Biel/Bienne

Telefon +41 (0)79 777 49 63

Email isabel.paar@gfk.com
Website www.gfk.ch

Data protection and data quality – because security is essential to trust

GfK Switzerland is the only Swiss market research company whose surveys have been issued with the Good Priv@cy seal for data protection quality from SQS. We attribute the greatest importance to data protection and information security.

www.gfk.ch → companies → data protection

This certificate guarantees that we have:

- Transparent project execution
- Efficient and standardized processes
- Clear quality controls
- Binding regulations from professional organizations VSMS and ESOMAR

We are the only Swiss market research organization...

- ...to have been ISO 9001:2000-certified since 1995
- ...to have been SQS 9004-certified since 2003
- ...to have been certified with the SQS Good Priv@cy data protection seal of quality since 2008



Responsible under press legislation:
Corporate Communications GfK Switzerland AG, 03/2011