

The background of the entire slide is a collage of various business data visualizations. It includes multiple bar charts with different colored segments (blue, orange, green), line graphs showing trends over time, and several pie charts. Some of the charts are labeled with terms like 'Energy', 'Funding', and 'Revenue'. There are also illustrations of hands interacting with digital devices: one hand points at a tablet displaying a line graph, and another hand points at a smartphone showing a similar graph. A magnifying glass is also visible, focusing on one of the charts. The overall theme is data analysis and market research.

Online Quant

Access Panels

Instant Insight

Recruitment

Viewing Facilities

Online Qual

MIS | GROUP

*Over 20 years of experience
in Market Research Fieldwork*

MADE IN SURVEYS MADE IN STUDIOS

ON-QUAL

LILLE
2006

LONDON
2009

OVER
700
CLIENTS

40+ PANEL
COUNTRIES

PANELISTS ALL
OVER THE WORLD
1,500,000

PARIS
2011

30
PROPRIETARY
WEBSITES

2001
MIS GROUP
ESTABLISHED

LYON
2014

12
LITRES OF
COFFEE/DAY

BIRMINGHAM
2016

11
VIEWING STUDIOS
IN UK AND FRANCE

MILAN
2021

48
EMPLOYEES AT
YOUR SERVICE

4

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WHO WE ARE

MIS Group are experts in quantitative and qualitative market research fieldwork. The parent brand of Made in Surveys (Quant), Made in Studios (Qual) and On-Qual (platforms) with offices in the UK, France and Italy.

With over 1.5 million respondents across 40 markets, extensive profiling using 300+ data points, MIS's professional expert teams can deliver quality recruits for all your research needs.



MIS | GROUP



MADE IN SURVEYS

Made in Surveys provide full service/sample only solutions for all your online research needs. 1,500,000 triple opt-in panelists worldwide, at your disposal.

MADE IN STUDIOS

Made in Studios provide recruitment services & viewing facilities across the UK, France and Italy, with all the tools you need to conduct your qualitative research.

ON-QUAL

Online qualitative fieldwork platform and service that provides you with all the tools to manage your qualitative research from anywhere in the world.

THE TEAM

THE UK TEAM



Romain Leray
Managing Director UK



James McIver
Office Manager



Joseph Hinton
Fieldwork Manager



Arnaud Clement
Senior Project Manager



Barbara Censi
Project Manager

FR & IT TEAM



Nicolas Keller
Managing Partner
& Founder



Gabriele Morsillo
Country Manager IT

... and over 40 employees at your service
in the UK, France and Italy

OUR VALUES

1

INNOVATION

Stimulate innovation through incremental change and big ideas.

2

COMPASSION

Nurture relationships with compassion and trust.

3

ENJOYMENT

Find the enjoyment and reward in our achievement.

4

EXCELLENCE

Push the boundaries of expectations and deliver excellence at every step.

5

ENERGY

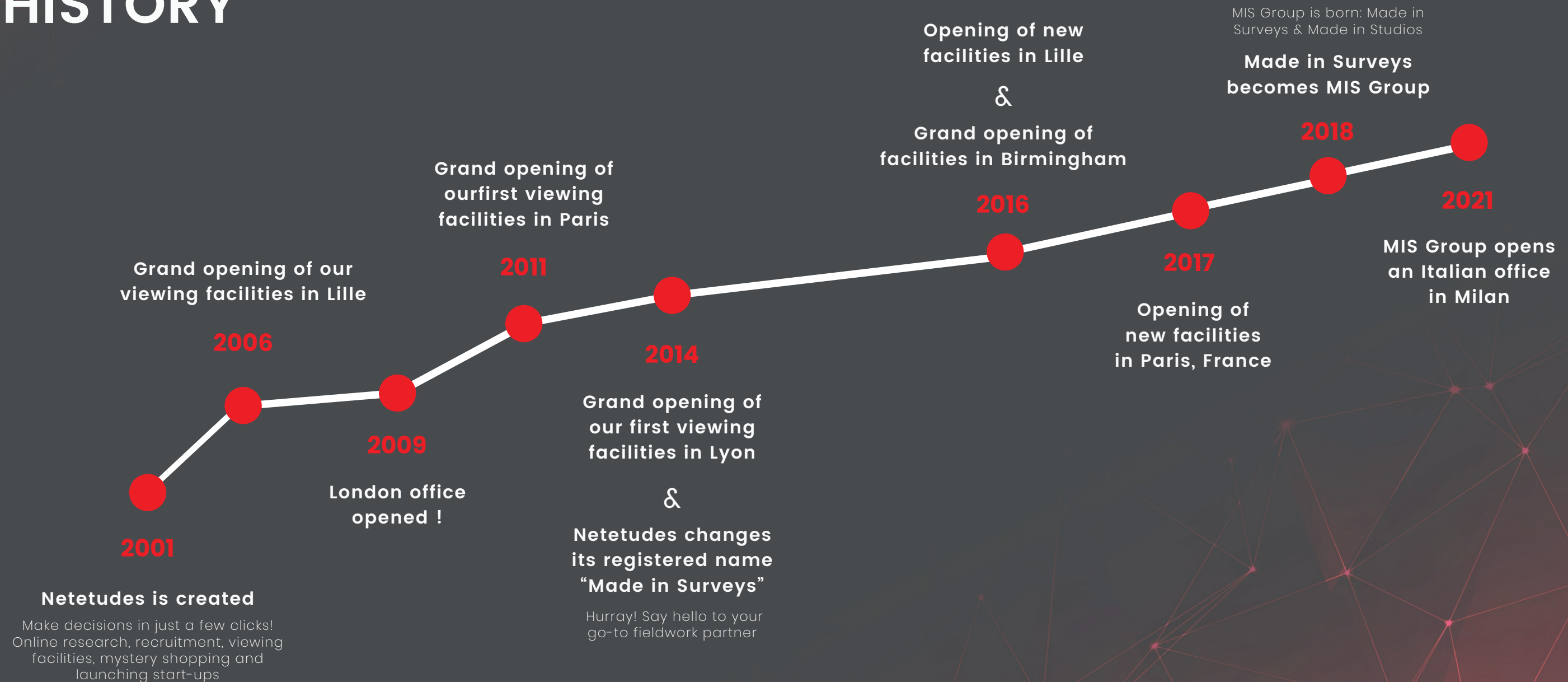
Commit wholly to our work, approaching our functions with inspirational energy.

6

LEARNING

Support professional development through the pursuit of knowledge and wisdom.

HISTORY



ONLINE QUANT



In a rapidly-changing business landscape, it is now essential to establish a well-informed strategy before taking action on the ground.

At Made In Surveys, our expert team provides a range of online research solutions tailored to your unique needs.

You will receive dedicated support in setting up bespoke research studies while we work to develop the most suitable, personalised solutions for you.

Our full range of expertise will be at your fingertips, including web development, graphic design and communications, all in order to meet yours and your clients' needs.

MADE IN SURVEYS



Expert advice
and support



Bespoke online
solutions



Flexible pricing
solutions



Quick turnaround
for results



Secure data
protection

FULL SERVICE PROJECTS

Your quantitative fieldwork from A to Z

Since 2001, Made In Surveys has been the go-to fieldwork and consulting firm for online quantitative research.

We ensure the smooth-running and excellent quality of online research through expert advice, extensive and flexible methodology, bespoke online solutions from our web developers, and ongoing support and recommendations post-study.



Full expert review of your survey



Developers programme your bespoke research



Extensive checks and tests to ensure your needs are met



Specific targeting of panel and personalised monitoring in real time



Quality check and delivery of data in any format needed

WHAT WE OFFER:

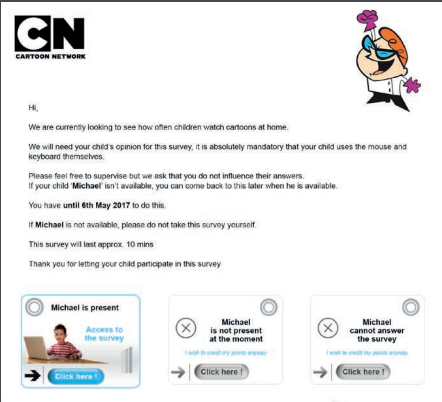
1 UNBRANDED SURVEYS

Collect objective data on a service or product. Include all types of questions, visuals, videos etc.



2 BRANDED SURVEYS

Want the survey designed to your colours/branding? Our design team will make sure the survey reflects your need.



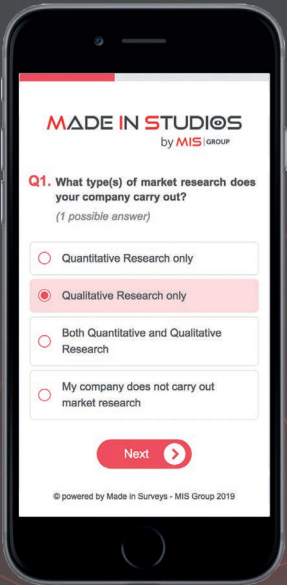
3 NO SOFTWARE LIMITATIONS

Our unique team of developers will script your surveys from scratch with no software limitations.



4 MOBILE VERSION

With the increasing use of smartphones rather than laptops, offering a mobile version will expand your reach.



INSTANT INSIGHT

Your results in 24/48h

At Made in Surveys, we always have an ear to the ground for our clients' needs.

After careful research and meetings with key players in the Insight Industry, our team realised there was a gap in the market for quick and reliable access to consumers/professionals.

Thus Instant Insight was born: unprecedented fast access to research participants, exclusively for insight professionals.



What is included:



Up to 10 bespoke questions (including visuals and audiovisuals)



Sent to our triple-opt in, proprietary panel in the UK, France or Italy



Full report with cross/simple tabulations



Raw data within 24 - 48 hours

£750

1,000 Nat Rep Respondents in the UK 18+

Sampling options can be adjusted to your needs.

MADE IN SURVEYS

SAMPLE ONLY

Over 1,500,000 triple opt-in, highly qualified panelists available

At Made in Surveys, we can provide access to over 1,500,000 fully-qualified, potential participants through our worldwide proprietary panels for a Sample Only solution.

Our panelists are recruited with a focus on the quality of your quantitative fieldwork, and our in-house web development team creates complete flexibility for the technical aspects of your research.

What is included :



Weekend support



Specific panel targeting

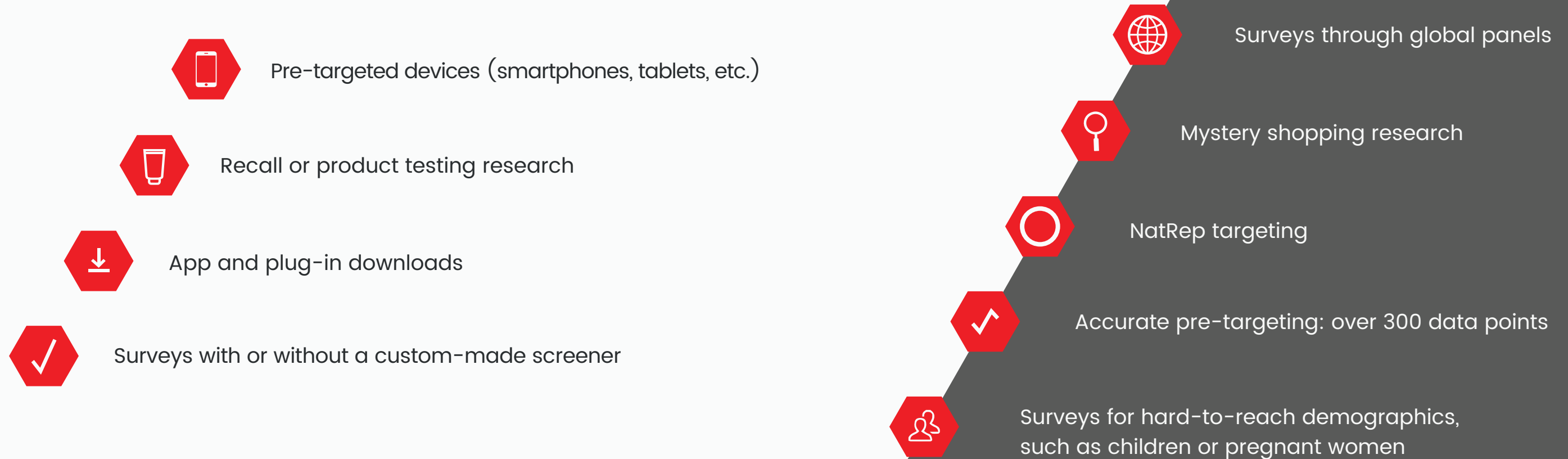


Full check of your online survey



Real time reporting to check progress

Our sample solutions:



ACCESS PANELS

United Kingdom
200,000 panelists

France
500,000 panelists

Italy
100,000 panelists

Spain
100,000 panelists

Poland
25,000 panelists

Germany
100,000 panelists

Czech Republic
60,000 panelists

Romania
67,000 panelists

USA
80,000

Canada
30,000

Brazil
60,000

Mexico
60,000

India
50,000

China
50,000

And 60 more countries around the world

QUAL SOLUTIONS

Viewing facilities

Our stunning facilities boast top of the range technology in each of our studios across France and in the UK. MIS offer a wide range of additional services to further support your focus groups/F2F interviews/product testings and more.



Recruitment

MIS can support all your qualitative recruitment needs in the UK, France and Italy through access to our proprietary panels of over 800,000 highly-targeted respondents from both markets.



MADE IN STUDIOS



High quality participants



Competitive and flexible rates



Expert advice and support

VIEWING FACILITIES

Focus groups, face to face interviews, product testing, and more

Made in Studios comprises 11 studios across UK and France (Birmingham, Paris, Lille and Lyon), equipped with the finest technology.

Also, your MIS team member will take care of everything, from organising the caterer and preparing the space, to welcoming the participants and ensuring that your every need is met.

Newhall Room, Birmingham



One-way mirror



Video streaming



Catering (on request)



Simultaneous translation services



MP3 and MP4 recordings included



Colmore Room



Sarehole Room

**UK
STUDIOS**
Birmingham



Newhall Room



Garnier Room, Paris



Opera Room, Lille

**FRANCE
STUDIOS**
Lille
Lyon
Paris



Hotel-Dieu, Lyon

RECRUITMENT

Tailor made recruitment

Focus groups, product-testing, F2F interviews, online diaries, bulletin boards and more.

Based on your recruitment brief, we conduct a first stage of online recruitment through our access panels. We then contact panellists by telephone to target the profiles you are looking for. You can become involved at any stage in this process and have the option of following our progress daily.



Recruitment launch within 24 h



Exceptionally engaged and active respondents



Option of daily reporting and personal quality-control of participants



Nationwide recruitment in the UK, France and Italy from our proprietary panels



Competitive and flexible rates to suit your budget

ON-QUAL

What is On-Qual?

On-Qual offers two online qualitative solutions:

On-Qual Visio

On-Qual platform

No limitations to where you run your qualitative sessions from, anywhere, anytime.

On-Qual Visio

With On-Qual Visio you can conduct Focus Groups, Individual discussions, online user tests etc. all remotely. We support you throughout your projects; respondent internet speed tests, technical support and welcoming respondents onto the platform. And of course the platform is fully GDPR compliant (systematic consent collection, all recordings are stored in France on a dedicated server).

On Qual platform

On-Qual is the only platform that lets you manage bulletin boards, online communities, diaries etc. asynchronously or using live visio or just using traditional chat features.



Accessible from
everywhere



Smartphones and
tablets compatible



Personalisation of
the platform

FEATURES

- 1 A platform branded to your company/client (URL, logo etc.)
- 2 Import your moderation guide
- 3 Affect respondents to different topics/activities
- 4 Group or Individual discussions
- 5 In-built Surveys
- 6 Custom exports
- 7 In-built Visio

METHODS



Online Focus Groups

Up to 12 participants connected to the platform simultaneously. Discussion with the moderator over a specified time (1 – 3 hours).



Bulletin Boards/Individual Diaries

Around 20 participants connected to the platform simultaneously. Discussion either individually or as a group, with the moderator (2 – 30 days).



Online Communities

Up to 100 participants regularly discuss one or more topics on a long-term basis (several months).

CONTACT US

Contact us for more information or a quote, our professional team will listen to your needs and provide a bespoke solution.

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N7 9DP, London

Birmingham facilities

85–89 Colmore Row
B3 2BB, Birmingham



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