



Each study is a unique story for us

Ginger is a market and opinion research company.

What sums us up best is:

- **Our belief in the need for a convergence of approaches and therefore particularly of methodologies** : qualitative and quantitative studies go hand in hand in the way we see our profession.
- **Our awareness that what our clients fundamentally expect is the operational dimension of the studies and that, with this aim in mind** : support and advice are paramount for us.
- **Our expertise in the field of communication**, in the broadest sense.

→ OUR EXPERTISE

■ **Image and communication**

- Brand image studies
- Company or institution image studies
- Communications studies

■ **Editorial strategy**

- Editorial studies
- Media marketing studies
- Advertising strategy studies

■ **Relationship marketing**

- Support for projects in the area of relationship marketing
- Testing of relationship communication and mediums
- Analysis of customer and audience relationship

↑ OUR METHODS

■ Techniques for collecting opinions and behaviour patterns

- Quantitative techniques (telephone, face-to-face, online, self-administered, ...)
- Qualitative techniques (focus groups, in-depth interviews, triads, etc.)
- Observation, etc.

■ Moderation techniques

- Projective techniques
- Creative techniques
- Pedagogical techniques

■ Analysis techniques

- Social psychology
- Statistics
- Semiology, lexicology
- Ergonomics, etc.

→ OUR COMMITMENTS

To support you, which means :

- **Listening** to you
- **Explaining** our methodological choices
- Not offering you standard solutions when you expect **tailored solutions**
- Being **responsive and inventive**
- Being noticed for our **clear and operational responses**
- Giving our commitment to **recommendations**

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