



A person wearing a dark cap and a dark jacket is holding a magnifying glass over a document. The image is overlaid with a semi-transparent blue filter. The text "RELEVANCE COUNTS." is written in large, white, sans-serif capital letters across the center of the image.

RELEVANCE  
COUNTS.

The  
Company.



GIM | GESELLSCHAFT FÜR  
INNOVATIVE MARKTFORSCHUNG



## Methods

ranging from data analytics through creative workshops to high-end car clinics



**> 600** research projects  
a year in **52 markets**



**6 Locations**  
around the world

19\* **DAX companies**  
as clients, \*of 30



**> 30** Qualitative &  
quantitative  
market research  
**Years of experience**

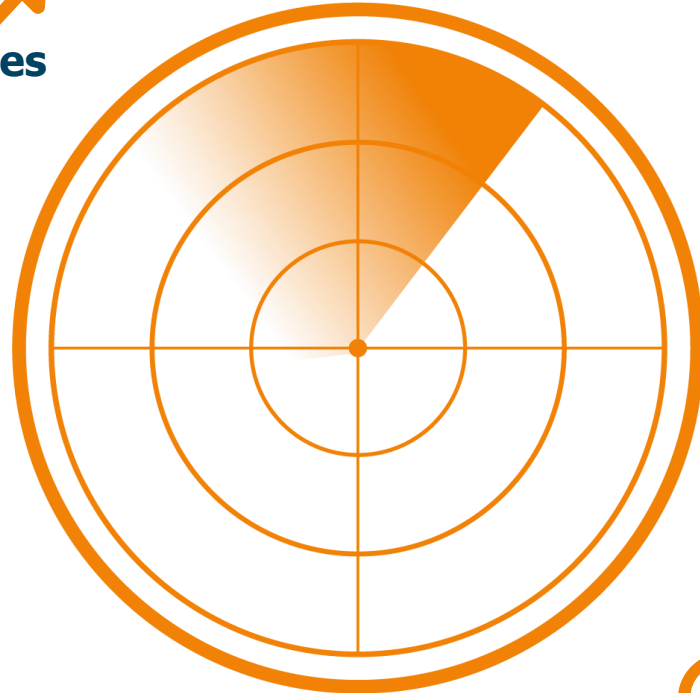


**> 150**  
Employees



**Top 10**  
**Full-Service**  
**Institute**

with its own studios  
and field department



Certified according to  
**ISO standard**  
**20252**



**27.3 Mio. €**  
turnover (2017)



Research  
for over  
**30 industries**  
(B2C & B2B)



**Well established network**  
**of international partners**



**Owner-managed**  
**& independent**  
ever since its founding

**GIM**  
Heidelberg

**GIM**  
Nuremberg  
Nuremberg

**GIM Berlin**  
Berlin

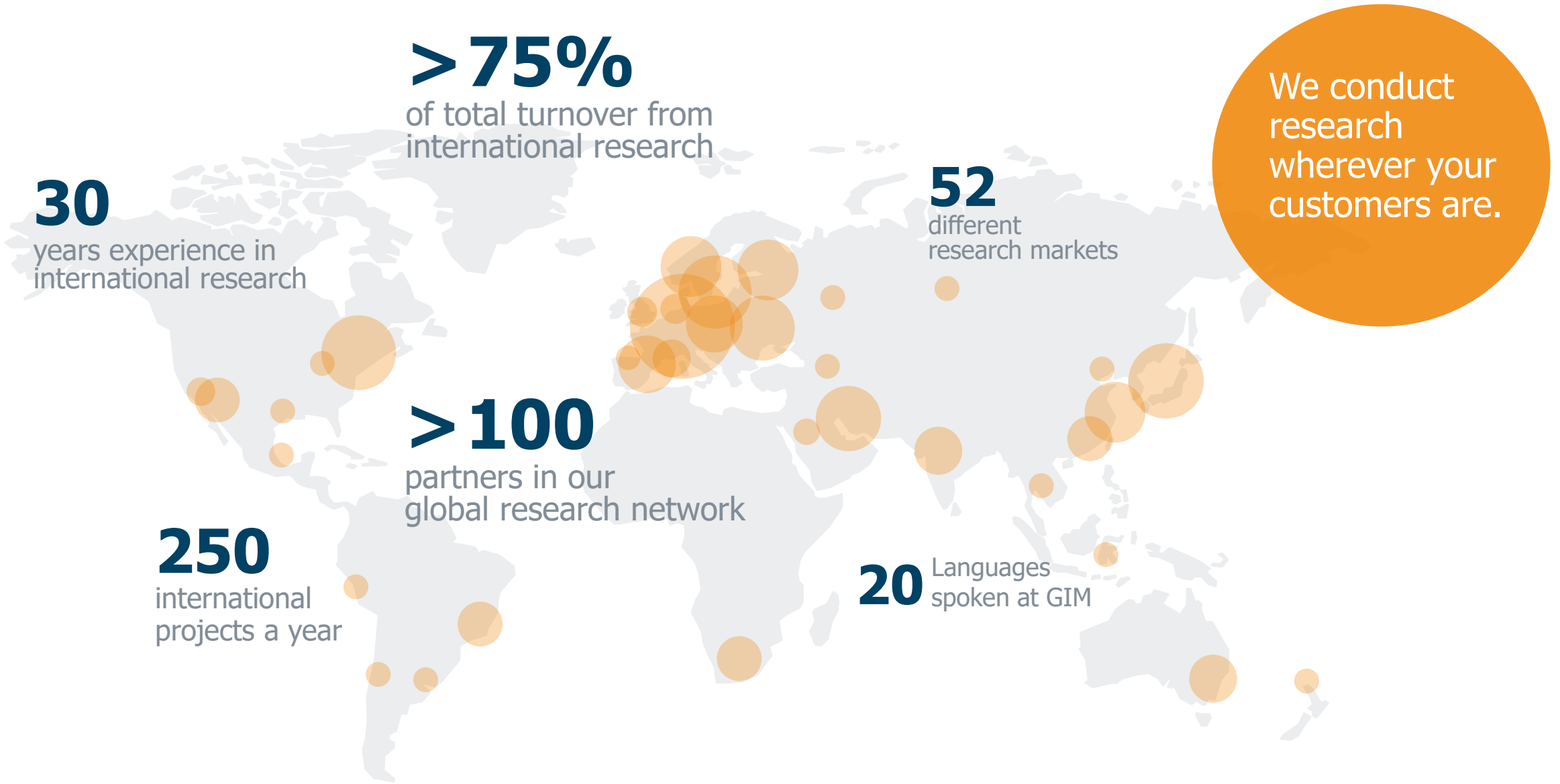
**GIM France**  
Lyon

**GIM Suisse**  
Zurich

**GIM China**  
Shanghai







A hand is shown holding a glowing globe. The globe is composed of a wireframe mesh and is surrounded by a network of white dots connected by thin lines, suggesting a digital or global network. The background is a dark blue gradient.

# The Portfolio.

**Power of the big ones,  
flexibility of the small ones**  
Manpower and resources combined with  
flexibility and individual support

Our Promise  
to you ...

**We speak your  
language**

Competence in topics and target  
groups, knowledge of processes and  
standards



**You take the  
center stage**  
Relief and added value  
through tailor-made  
solutions instead of  
standard approaches

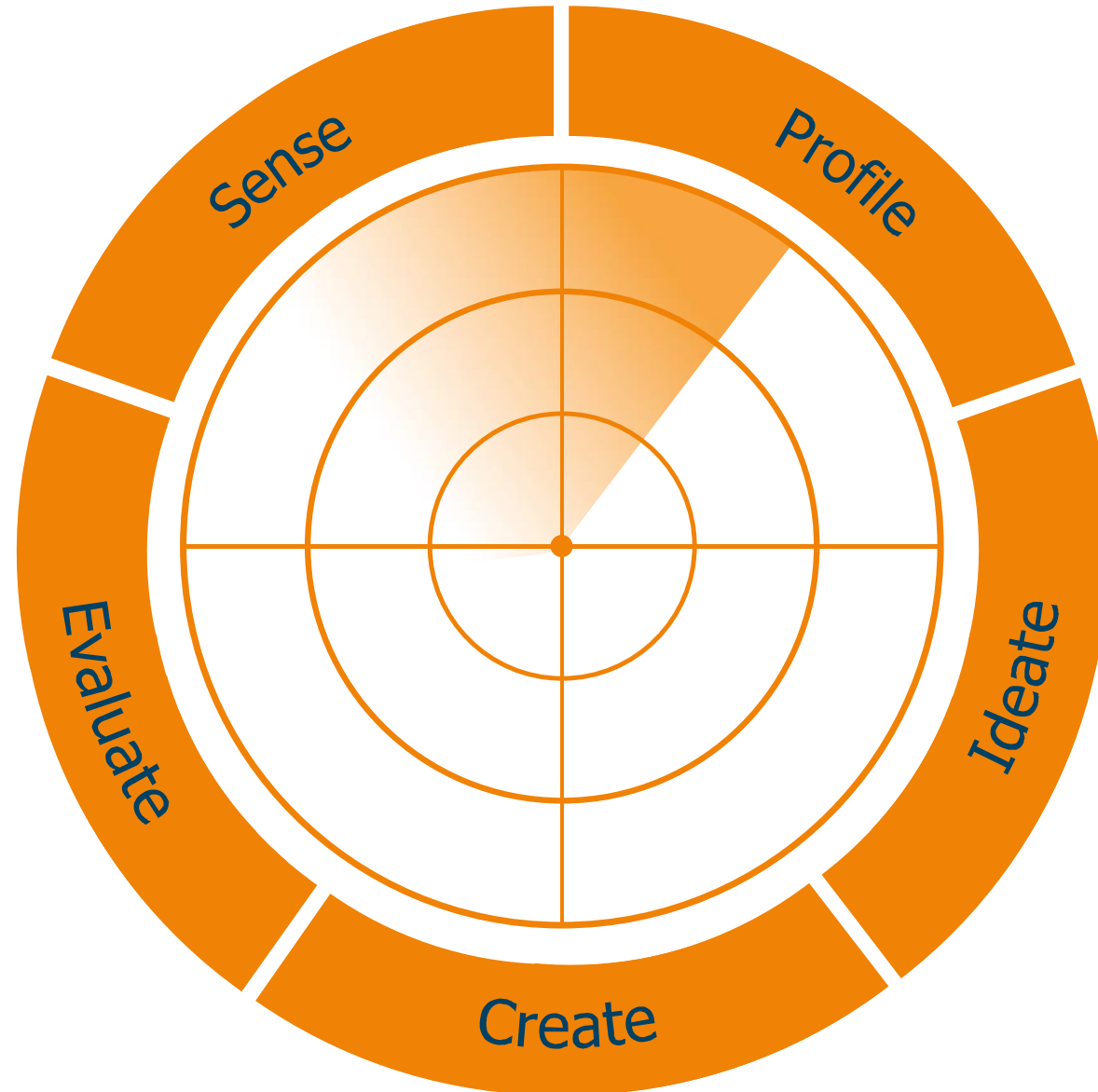


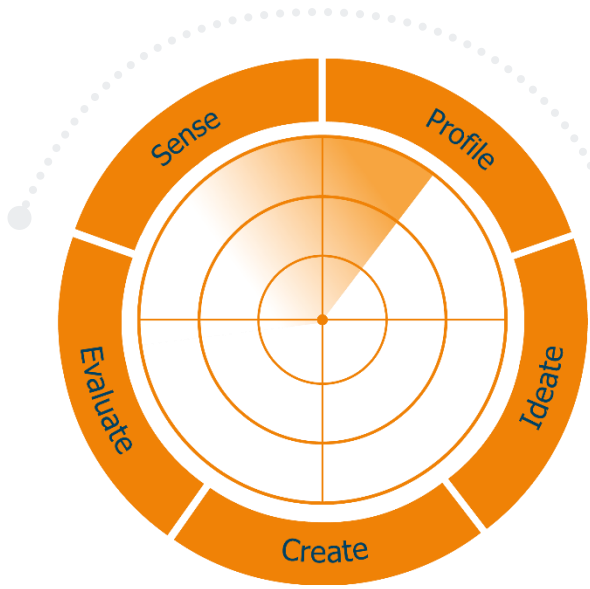
**Networked diversity**

Experts for every question and method with  
cross-project exchange



Insight Cycle  
„SPICE“  
Research for  
your innovation  
management





› Empathy for markets and clients!



› Identifying and outlining objectives



› Developing new ideas and perspectives!



› Selecting, optimizing and implementing ideas!



› Measuring and assessing!



**Marketing Cycle**  
Your areas of interest are on our radar

# Industry Expertise

Experience and know-how in twelve core industries





The  
Industry  
B2B.



# Expert

target groups

External experts  
e.g. associations

Academic experts

Consultants

Engineers

Planners

Architects

Professional users

CEOs

(Purchase) decision makers

# B2B

target groups

# B2C

target groups

(Purchase) decision makers

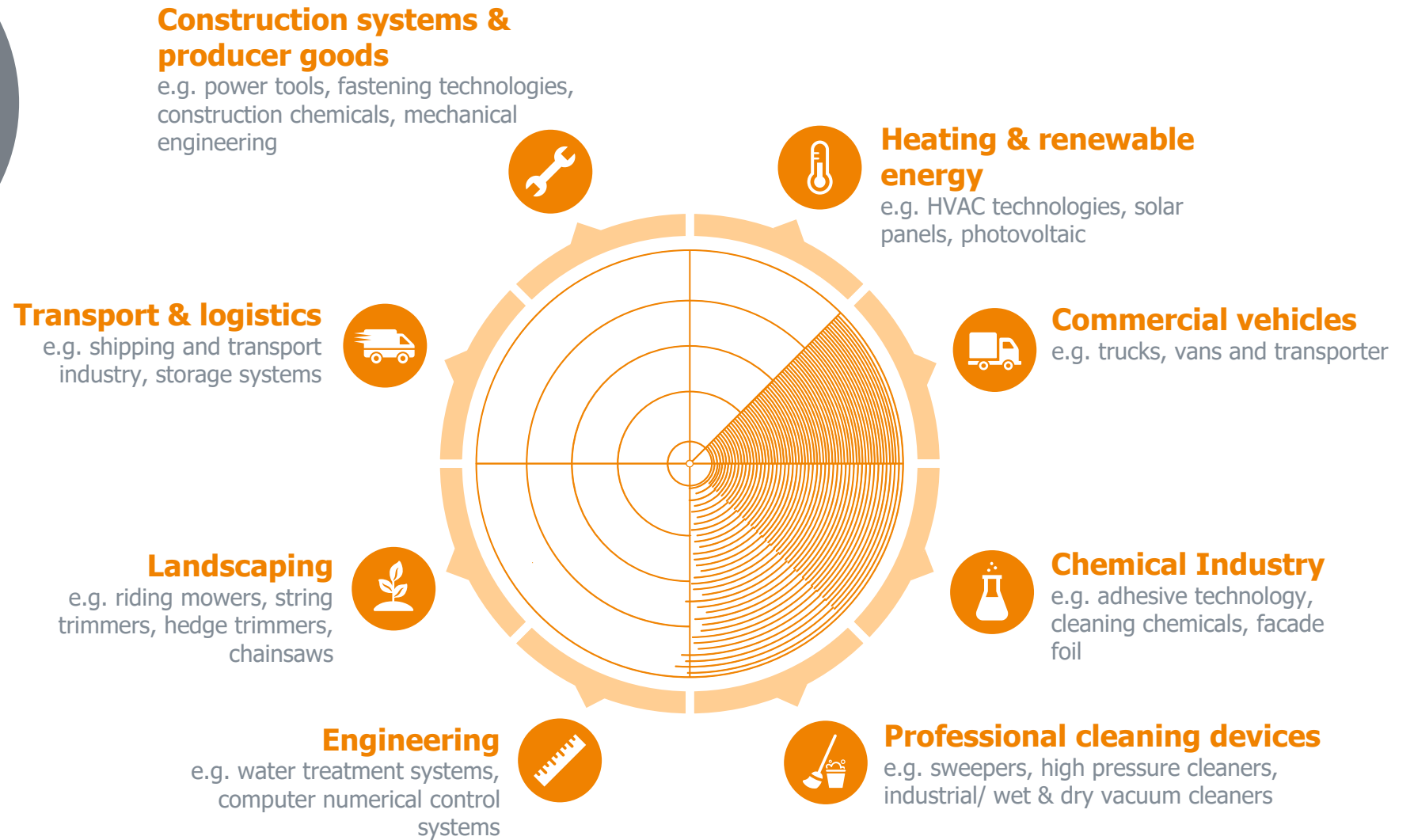
Private users

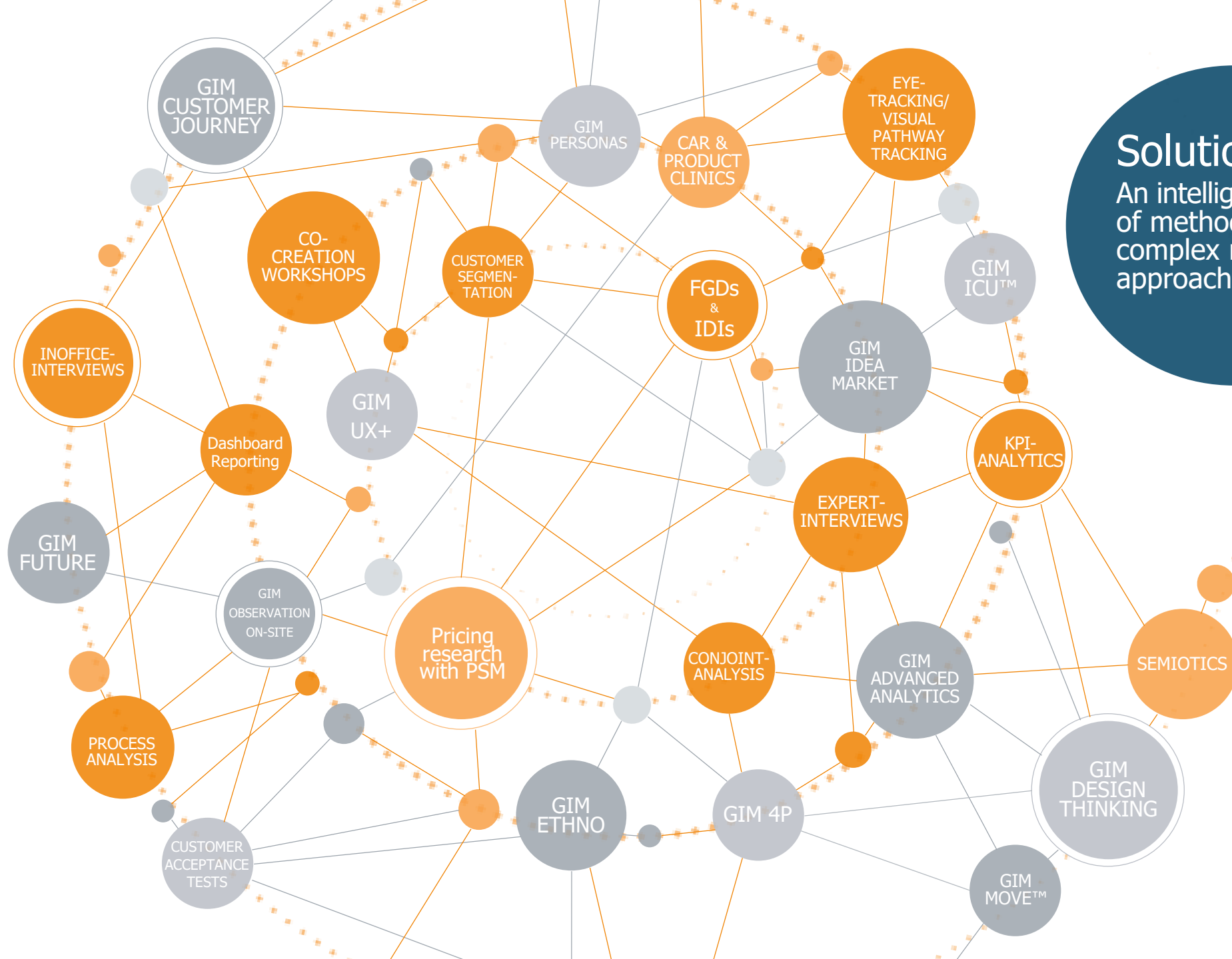
# Target Groups

Extensive experience across industries & job positions

# Fields of Research

We cover a wide range of industries, trades & product categories





**Solutions**  
 An intelligent network  
 of methods and  
 complex research  
 approaches



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GIMdirect Contact



**Lutz  
Goldschmidt**

Senior  
Legal  
Counsel

Data Protection,  
Compliance &  
Contracting





Your  
Benefits  
Key strengths  
of GIM B2B

- ✓ **B2B specialist with rich experience**  
With more than 20 years experience in B2B research we have profound expertise on relevant industries and methodologies and can provide a relevant external perspective
- ✓ **One-stop service**  
No matter if quantitative, qualitative or integrated approaches, we cover all types of methodologies
- ✓ **Partnership all the way**  
We provide support, consultancy and tailor-made solutions from the very beginning to the successful end
- ✓ **Target group understanding**  
Extensive experience across various industries and job positions
- ✓ **In-house field department**  
Own in-house field and recruitment capacities with focus on b2b recruitment and difficult target groups
- ✓ **Research worldwide**  
Our strong worldwide network enables us to conduct high quality B2B research in more than 35 countries



An aerial photograph of a large group of people in a body of water, possibly a lake or sea. The people are arranged in a grid-like pattern, with one person in a kayak standing out in the center. The water is dark blue, and the people are wearing dark clothing with white caps. The overall scene is viewed from a high angle, creating a sense of scale and organization.

The  
Difference.

# QUAL

Explore & Understand



# QUANT

Measure & Assess





Flexible access  
to expertise and  
resources across  
all industries.

IT-Security  
Science

GIM Quality Manager

ISO certification

client satisfaction





# Marktforschung.de

Image study by  
marktforschung.de 2018




Awards and  
ratings in image  
studies

## BVM

The Data Science Cup 2018  
goes to Sebastian Bönisch







An interdisciplinary team  
for a 360°  
view.



And what is your  
focus?



GIM | RELEVANCE COUNTS.



