



KEY SOLUTIONS

FOR YOUR BUSINESS

# / About us

Marketing agency Rusopros is a modern company, specializing in conducting qualitative and quantitative marketing research, as well as analytics in the field of consumer preferences.



## FULL IMMERSION INTO THE CUSTOMER'S PROJECT

We do not take more projects than we are able to fulfill in a timely manner with the intention to reach the best possible quality



## HIGH LEVEL OF RESPONSIBILITY FOR OUR RESULTS

Partnership with the customer is very important for us, and for this very reason, 80% of customers re-apply for our services



## CLIENT'S SATISFACTION IS OUR TOP PRIORITY

That is why at the end of each study, we document feedback, requesting to evaluate the work of the project manager (the salary of employees depends on your estimates)

**01**

We work with large and small companies, start-ups and individuals

**02**

Among our works: individual and syndicated research

**03**

Our data is trusted by the Federal Antimonopoly Service of the Russian Federation, Moscow's OFAS, arbitration courts

**2011**

The company has successfully fulfilled orders since 2011

**400**

Studies for the benefit of Russian and foreign customers

**95%**

Of employees - graduates of Sociology and/or Marketing, two candidates of sociological sciences, one doctor of sociology (Ph.D.)

# / Research areas

M A R U S O P R O S



## / 1

Identification of the demand for a new product/service

## / 2

Forecasting profitability and market share for a new product



## / 3

Identify the target audience portrait

## / 4

Brand health study

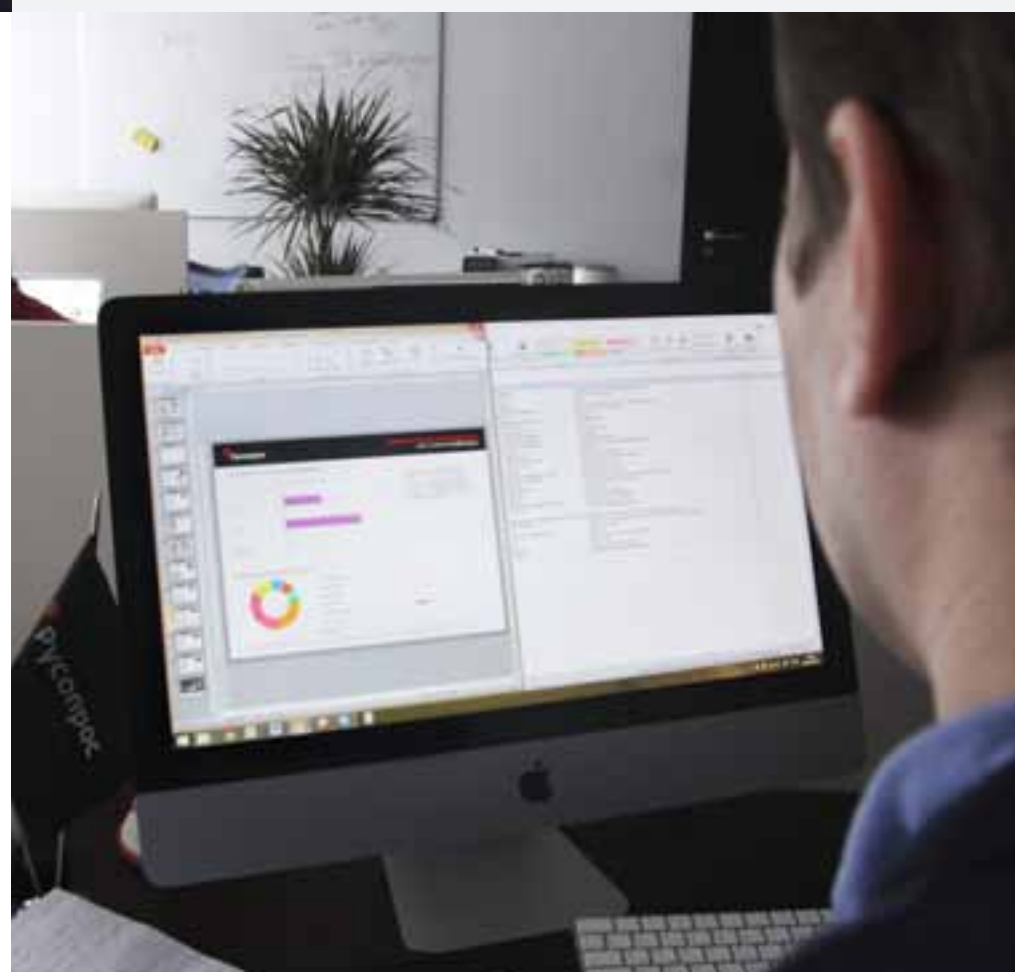


## / 5

Conjoint analysis, product design with an optimal set of characteristics

## / 6

Testing advertising concepts using Eye-tracking technology



## / 7

Recognition tracking, testing the effectiveness of an advertising campaign

## / 8

Competitive Analysis

## / 9

Sociological expertise

# / Research methods



QUALITATIVE



QUANTITATIVE



DESK RESEARCH



Company experts will help design the study, as well as pick the necessary data collection methods

## ✔ Focus groups

The company has 2 moderators with more than 3 years of experience of holding focus groups. It creates an opportunity to allow conducting focus groups in most regions of the Russian Federation.

## ✔ In-depth interviews

The company has extensive experience in conducting expert and in-depth interviews. Recruitment capabilities of the agency allow attracting the most difficult to reach respondents.

## ✔ Face-to-face polls

Information is gathered through direct contact between the interviewer and the respondent.

## ✔ CATI telephone surveys

The company has its own call center.

## ✔ Online surveys and panel studies

Own SSI-based online dashboard.

## ✔ Hall tests

Testing and evaluation of product characteristics, packaging, conducting tastings.

## ✔ Market monitoring

Analysis of competitive offers, segmentation, evaluation, and forecasts for the withdrawal and adaptation of the product.

## ✔ Gathering of secondary information

Search, analysis and processing of existing information about the market, product.



# / Recruiting respondents

High-quality selection of respondents is the most important component of research. Our company is practically the only one in the Russian Federation that recruits respondents not only for their own projects but also on a commercial basis (for marketing agencies and UX-laboratories) **with the help of the full-time staff.**



Our own recruitment department

**10** Staff members

More than

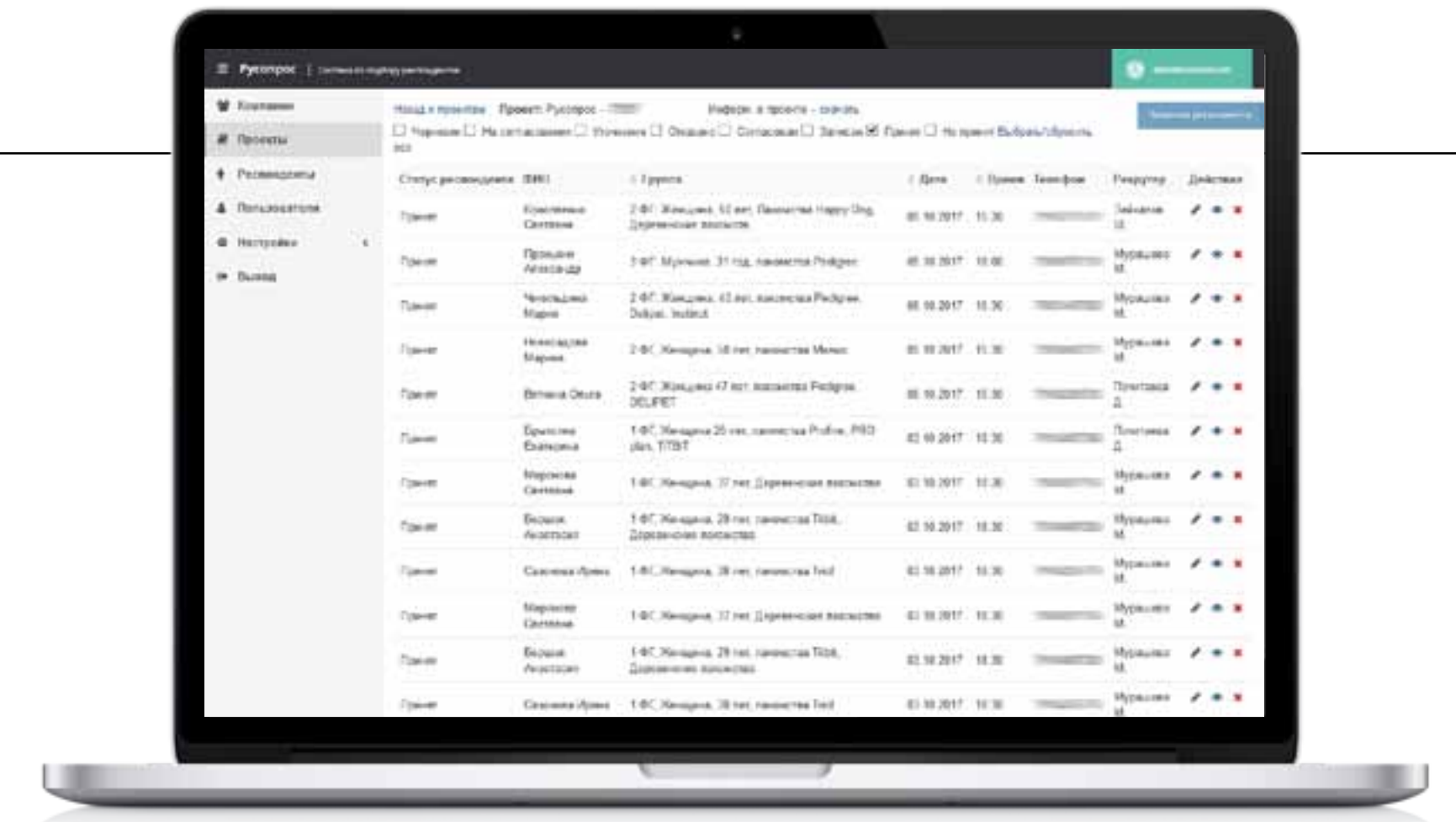
**30** Regular customers

Database of more

**25 000** Respondents  
(people of various specialities, professions, ages and wealth)

In 2017, the company developed and implemented the **“Respondent Selection System” (SPR)** — a unique IT platform that allows you to take the job of finding and coordinating respondents to a new level in terms of quality.

Anna Ivshina talks about the benefits of using ABM at the RIW 2017 conference



# / Geography of the Research

The presence of regional representatives and a partner network allows for research in all regions of Russia and abroad

## CENTRAL

Orel  
Kaluga  
Yaroslavl  
Vladimir  
Ryazan

## NORTH-WESTERN

St. Petersburg  
Novgorod  
Vologda

## SIBERIAN

Novosibirsk  
Tyumen  
Tomsk  
Omsk

## URAL

Perm  
Ufa  
Yekaterinburg

## SOUTH

Rostov-on-Don  
Krasnodar  
Volgograd  
Sochi

## PRIVOLZHISKY DISTRICT

Nizhny Novgorod  
Kazan  
Samara

## FAR-EASTERN

Vladivostok  
Magadan  
Yakutsk  
Khabarovsk

**26** Russian Cities **3500** Polling Points

## DISTRIBUTION BY COUNTRY



**RUSSIA — 69,3%** **KAZAKHSTAN — 17,1%**  
**UKRAINE — 4,4%** **OTHER — 9,2%**



# / We are trusted by the media

Our data is trusted by radio and television stations.

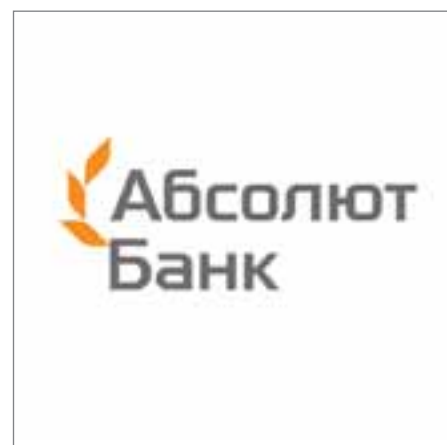
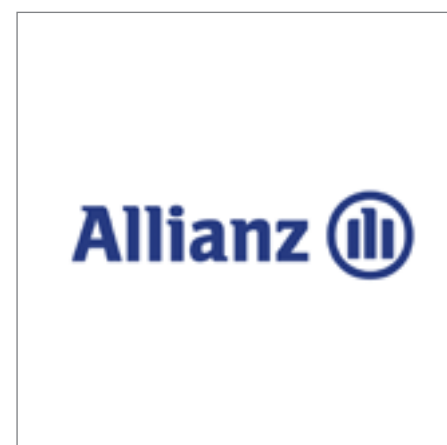
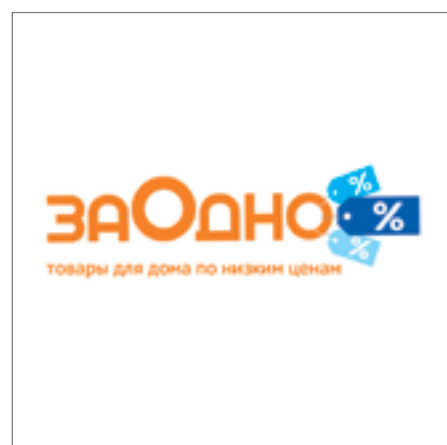


## БЛАГОДАРНОСТЬ

Открытое акционерное общество  
«Телерадиокомпания Вооруженных Сил  
Российской Федерации «ЗВЕЗДА»  
выражает благодарность  
маркетинговому агентству «Русопрос»  
и лично генеральному директору  
Юрию Александровичу Тибабишеву  
за помощь в организации и проведении съемок  
для специального проекта  
«Политический детектив»

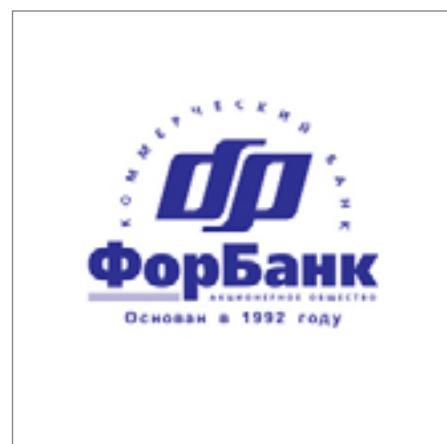
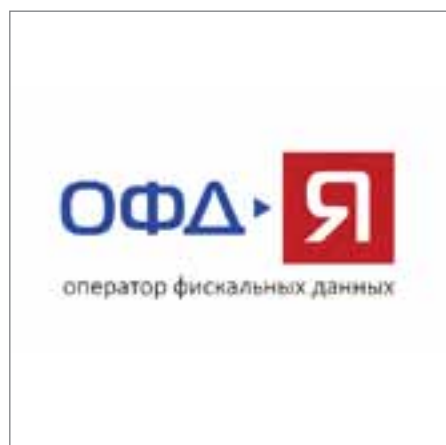
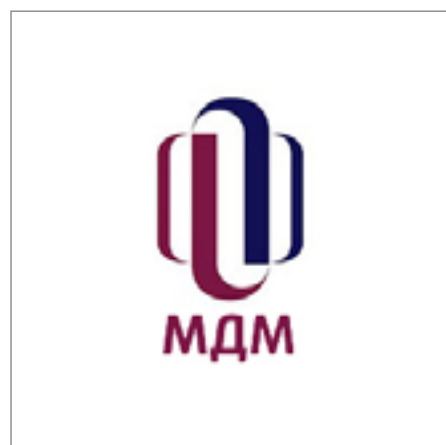
Заместитель Генерального директора  
по информационному вещанию  
ОАО «ТРК ВС РФ «ЗВЕЗДА»

М.В. Додонов



# / Customers

M A R U S O P R O S





# Rusopros

Marketing Agency

KEY SOLUTIONS  
FOR YOUR BUSINESS

+7 (499) 650-53-69

info@rus-opros.com

115419, Russia, Moscow  
Ordzhonikidze, 11, bldg. 11,  
ABC-ESTATE BC

ESOMAR  
member



In 2015, the company  
passed ISO 9001:  
2008 certification



Motton Pik

The company is in the top 5  
best marketing agencies  
of Russia according  
to the Motton Pik rating

