



Rusopros
Marketing Agency

KEY SOLUTIONS
FOR YOUR BUSINESS

ESOMAR
| member

ISO
9001:2015

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

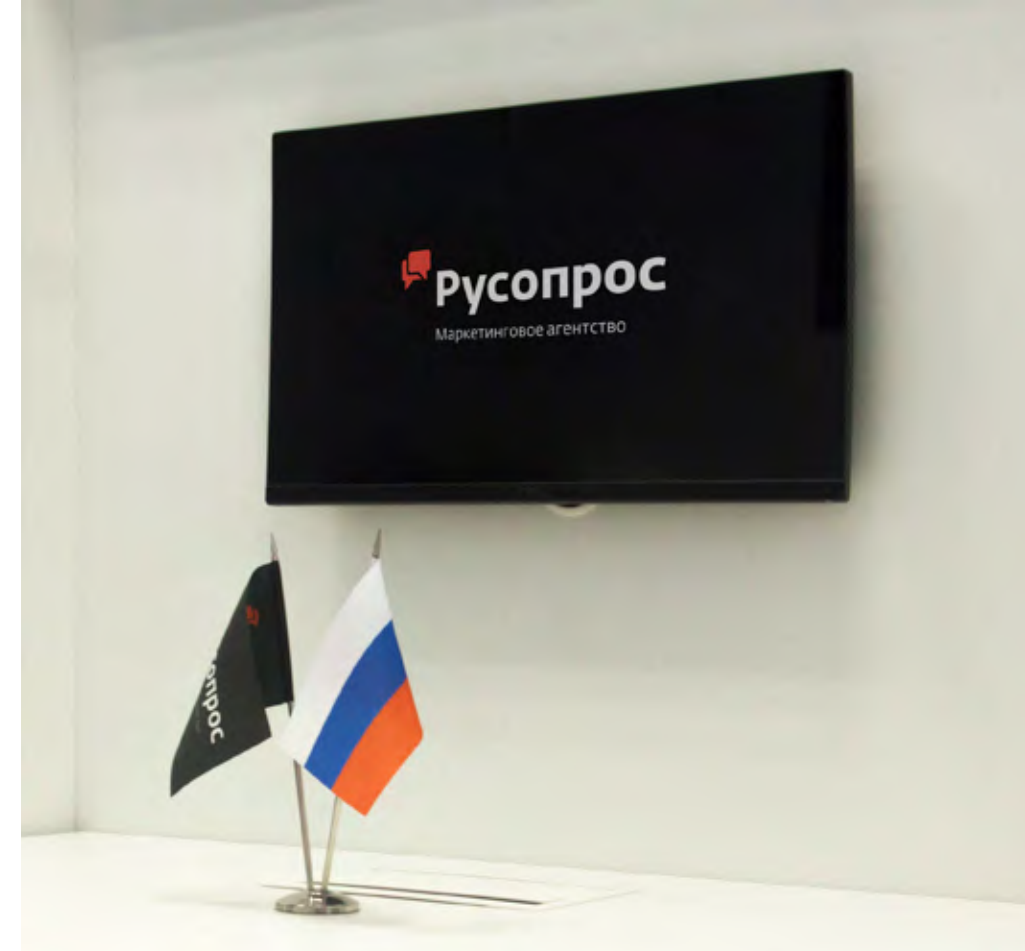
Studies for the benefit of Russian and foreign customers

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

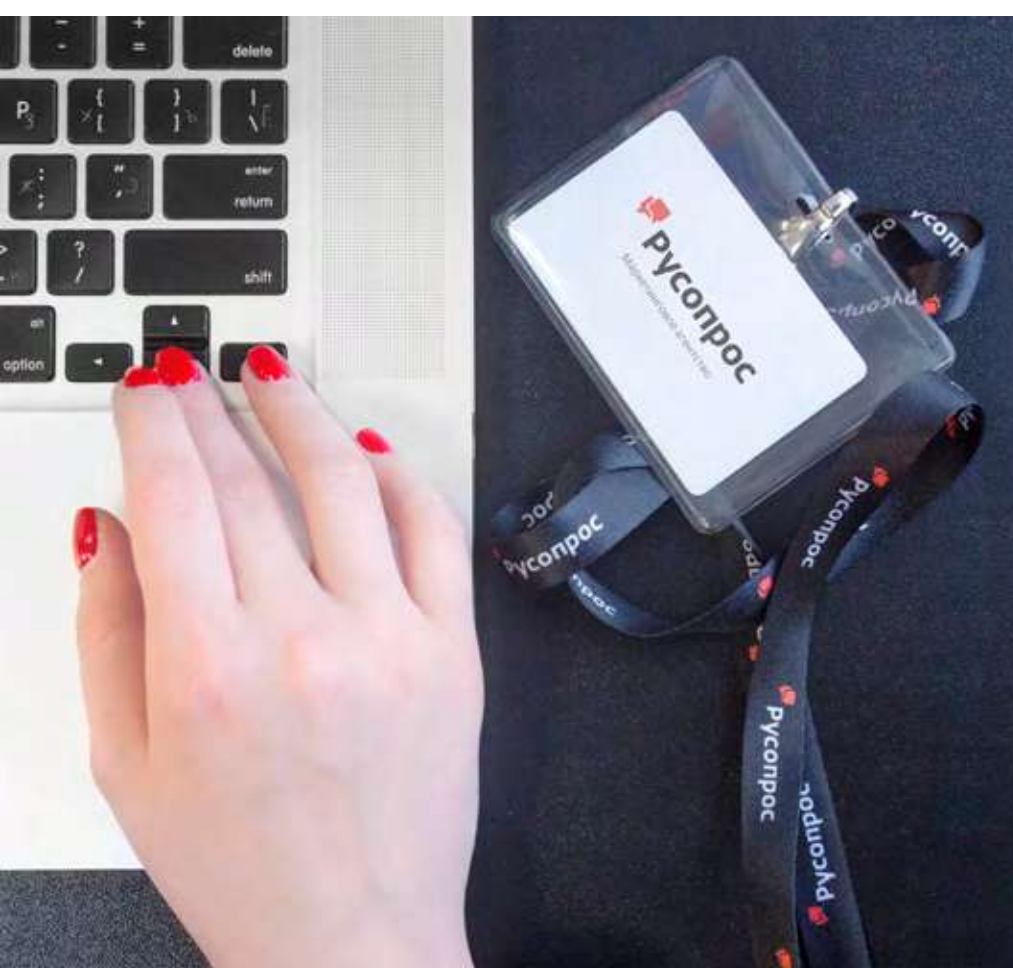


/ 1

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

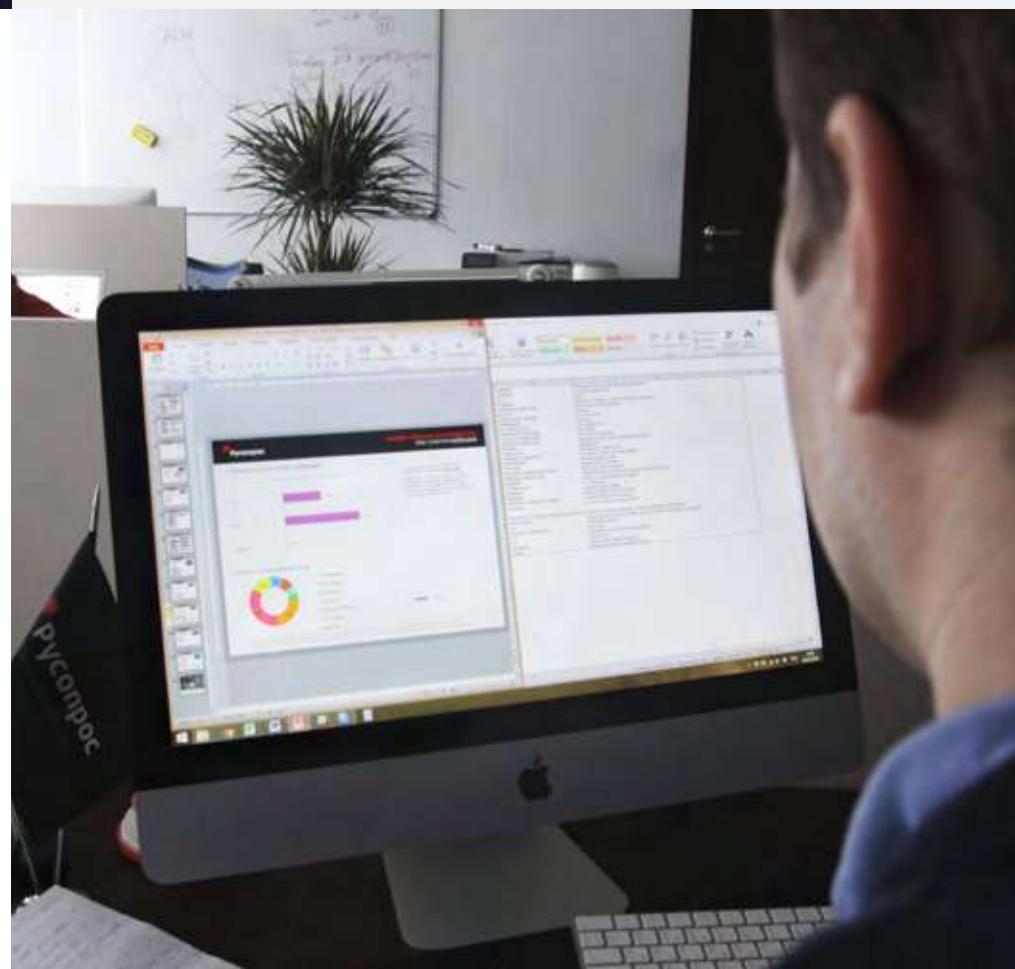


/ 5

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

✔ Focus groups

The company has 4 moderators with more than 7 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

12 Staff members

More than

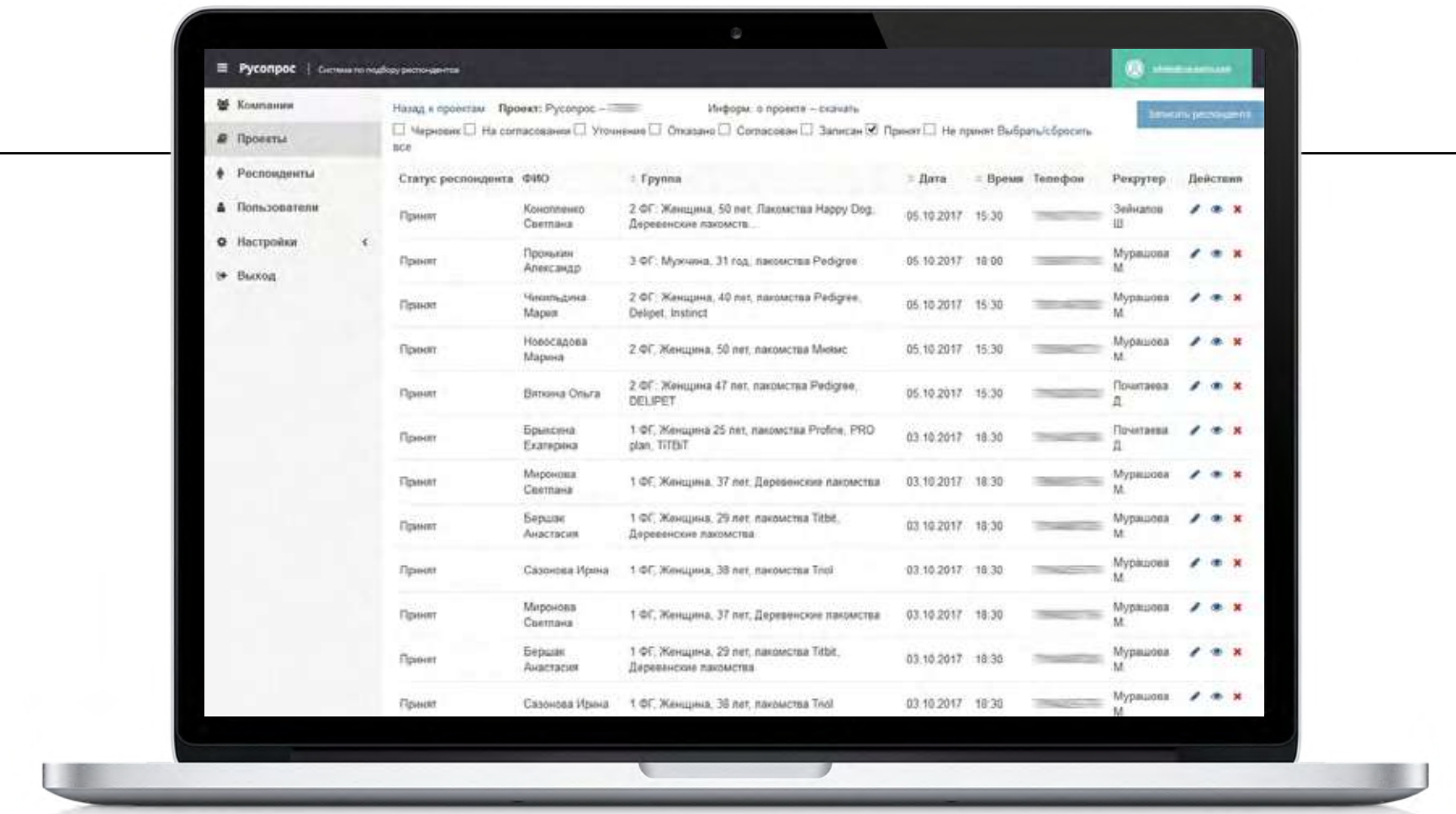
30 Regular customers

Database of more

45 000 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

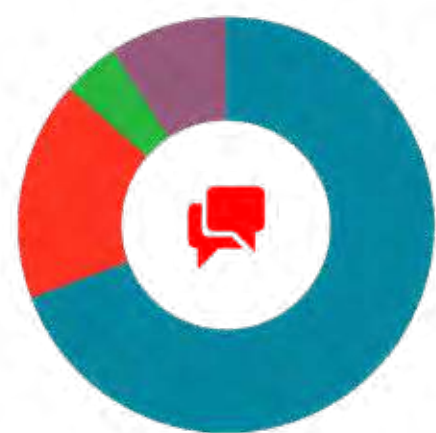
Nizhny Novgorod
Kazan
Samara

FAR-EASTERN

Vladivostok
Magadan
Yakutsk
Khabarovsk

26 Russian Cities **3500** Polling Points

DISTRIBUTION BY COUNTRY



/ We are trusted by the media

Our data is trusted by radio and television stations.



ИЗВЕСТИЯ

LIFE



RBC



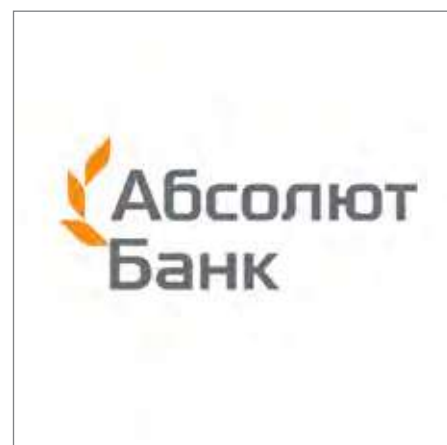
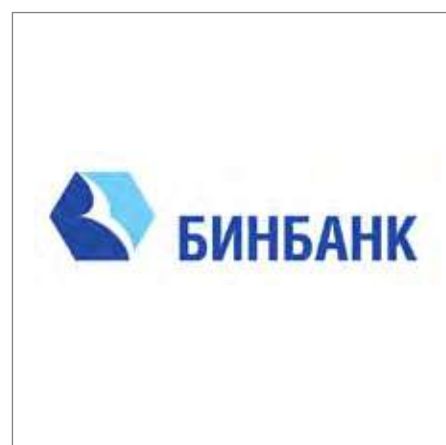
БЛАГОДАРНОСТЬ

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





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FOR YOUR BUSINESS

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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

