

KRC RESEARCH

Our Insight *Your Breakthrough*

MULTINATIONAL RESEARCH

KRC Research excels at managing communications research across markets, cultures and languages. With experience in more than 60 countries across six continents, we are skilled in developing and managing multinational research programs. KRC also understands that managing multinational research is not just a question of scale, and we are experts in navigating the challenges posed by international research projects:

- **Translating words is not the same as translating meaning.** We take great care to ensure that our questions convey exactly what we want them to convey.
- **Different cultures answer questions differently.** In some countries, research participants are reluctant to express negative opinions. In others, they are less likely to say “don’t know.” Being aware of cultural differences helps us write better questions and more accurately interpret results.

- **Laws vary.** European countries have particularly stringent laws regarding the protection of research respondents’ privacy. Many Middle Eastern and Asian countries have laws that limit the allowable topics of research. We make it our business to make sure we comply with both letter and spirit of local regulations.



- **Cultural norms vary.** Because of differences in the way people interact with one another, as well as differences in languages, a focus group discussion that takes 90 minutes in the U.S. will take 120 minutes in Germany and 150 minutes in Italy. Similarly, a survey that can be completed in 10 minutes in the U.K. will take 20 minutes in Japan. Being aware of these differences is critical to ensuring we achieve our research objectives.
- **Quality standards vary.** We have very specific standards and expectations for the way our data are collected—the way samples are managed, the way interviewers are trained, and the way data are validated. We choose our international data collection partners very carefully, country by country, and we supervise them closely.
- **Technology varies.** Understanding which technologies reach which kinds of respondents in which countries is critical to collecting reliable data. In some countries, internet access is so widespread and market research panels so mature that on-line research is possible. These remain the exception, not the rule. In much of the developing world, telephones only reach the most affluent households, and face-to-face interviewing is required.
- **The world is not 24/7.** In most of the world, businesses operate on their own clock. To avoid unnecessary delays in international research, KRC’s project managers are ready, willing and able to work untraditional hours—so that when our data collection partners wake up, they have our instructions, whether they are in Tokyo, Mumbai, Frankfurt or Vancouver.

EXAMPLES OF OUR WORK

- KRC works regularly with the Colombian Coffee Federation to track brand awareness and perceptions around the globe, including in **Australia, Belgium, Canada, China, France, Germany, India, Italy, Japan, Poland, Russia, South Africa, South Korea, Spain, the U.K., and the U.S.**
- KRC Research has worked with MasterCard on many projects to enhance their offerings around the world. We have provided insight on payment card use around the world, including the **U.S., Canada, U.K., France, Italy, Germany, Australia, New Zealand, Singapore, China, Malaysia and South Korea**, and helped shape public relations campaigns across Europe.
- When a major information technology provider sought better understanding of how technology is procured in healthcare institutions, KRC Research conducted research among government officials, hospital leaders, and IT decision-makers in **China, Germany, India, South Korea and the U.K.**
- OPEC, the Organization of Petroleum Exporting Countries, engaged KRC to conduct research to assess their reputation and perceptions of the future of the energy industry. For this research, we spoke to consumers, legislators, industry experts and media in the **U.K., the U.S., France, Germany, Italy, China, India and Japan.**
- When a major oil and gas company wanted to better understand how the industry perceived them, KRC Research completed in-person interviews with mine managers in **South Africa, Latin America and Australia.** The findings shaped a global ad campaign targeted at improving their corporate reputation and the public's perception of the company, its products and services.
- Goodyear engaged KRC Research to conduct a survey regarding daily anxieties about driving among 10,000 drivers across **16 countries.** The findings formed part of a campaign to launch a new product while revealing consumer desire for new automotive technology.
- A global manufacturing company hired KRC when it needed insight to help rebuild its reputation internally. We interviewed senior management and administered a survey in seven languages to reach employees in **106 locations across 10 countries.**
- For the MAC AIDS Fund, KRC Research conducted an international survey to highlight the stereotypes and misconceptions that still linger around the world. The survey measured perceptions of HIV/AIDS of over 4,500 adults in the **U.S., the U.K., France, Russia, India, China, Mexico, Brazil, and South Africa.**
- To support the launch of a Magnum (Unilever) ice cream line extension, KRC conducted interviews among women in **20 countries** around the world, asking about naughty things that were both fun and made their lives worthwhile.
- To identify key issues and inform policy recommendations in Europe, The Internet Society engaged KRC to conduct research among policy makers and policy influencers in **Brussels, the U.K., Poland, France, Germany, and Russia.**