



MARKETING RESEARCH AGENCY



Company Profile

Autumn 2024



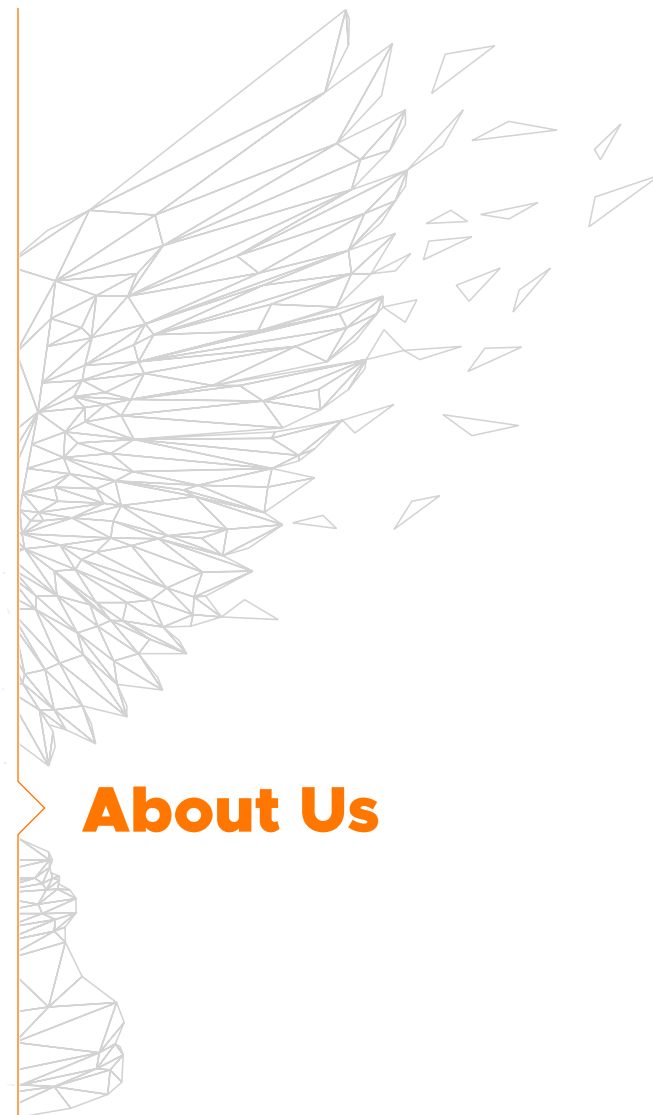
reLooQ
MARKETING RESEARCH AGENCY



ReLOOQ is a leading company in the field of market research and analytics, dedicated to becoming the largest market research firm in Iran. By elevating its services and expertise to a new, specialized level, the company strives to address the critical needs of its clients and renowned Iranian brands across various marketing domains with the utmost precision and excellence.

Among **ReLOOQ**'s notable achievements is the establishment of the largest outbound call center in the country, conducting over **30,000 phone surveys daily**. This accomplishment reflects the company's commitment and capability in gathering accurate and extensive data.

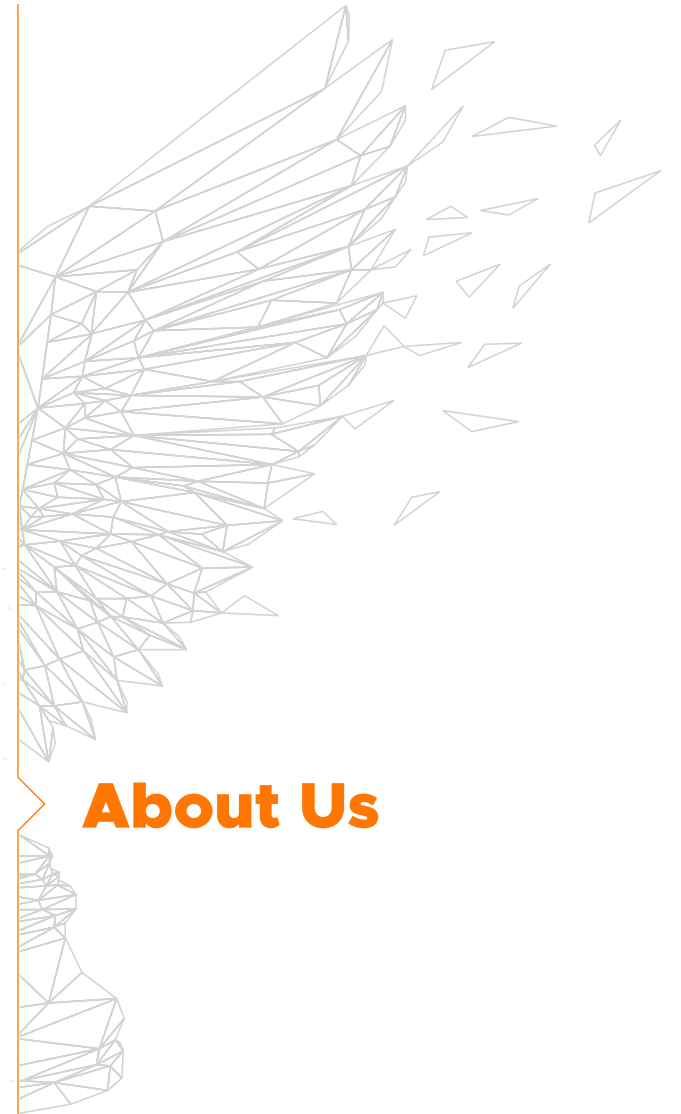
With a strong focus on redefining advertising and marketing strategies, **ReLOOQ** has established itself as a trusted authority in market research in Iran. The company empowers businesses and brands to make better decisions by providing scientific data and precise analyses.



The core values of **ReLOOQ** are agility, integrity, and a commitment to data quality. The company steadfastly maintains the accuracy and reliability of its data under all circumstances, never compromising on these principles for short-term gains. **ReLOOQ**'s team consists of experienced and dedicated professionals at all organizational levels, with continuous growth and development at its core.

ReLOOQ's services encompass all standard market research methods and requirements, including **retail studies, consumer research, brand assessment, product testing, and both quantitative and qualitative studies**. These services are carried out using a variety of methodologies such as online surveys, face-to-face interviews, and phone-based research.

Additionally, **ReLOOQ** is actively developing specialized research products tailored to the Iranian market. These solutions are designed to meet the unique needs of Iranian brands and customers, providing effective and actionable insights.



About Us

Professional Ethics

Adhering to ethical principles in interactions and behaviors



Transparency

Clear communication of information and processes



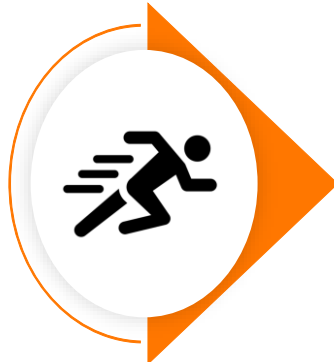
Teamwork

Effective collaboration to achieve common goals



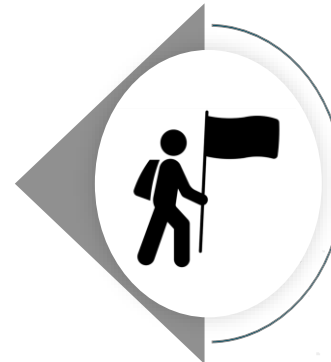
Agility

Ability to Respond Quickly to Changes and Opportunities



Being Pioneers

Innovation and having a forward-thinking vision in the industry



reLooQ

Our Values

ReLOOQ as a reputable market research company, is committed to upholding and enhancing professional standards in the industry through its membership with **ESOMAR** and the **Iranian Market Research Association**. Additionally, the company holds certification as a statistical consultant from the **Statistics Center of Iran**, enabling it to act as a trusted statistical advisor for research projects.



ESOMAR

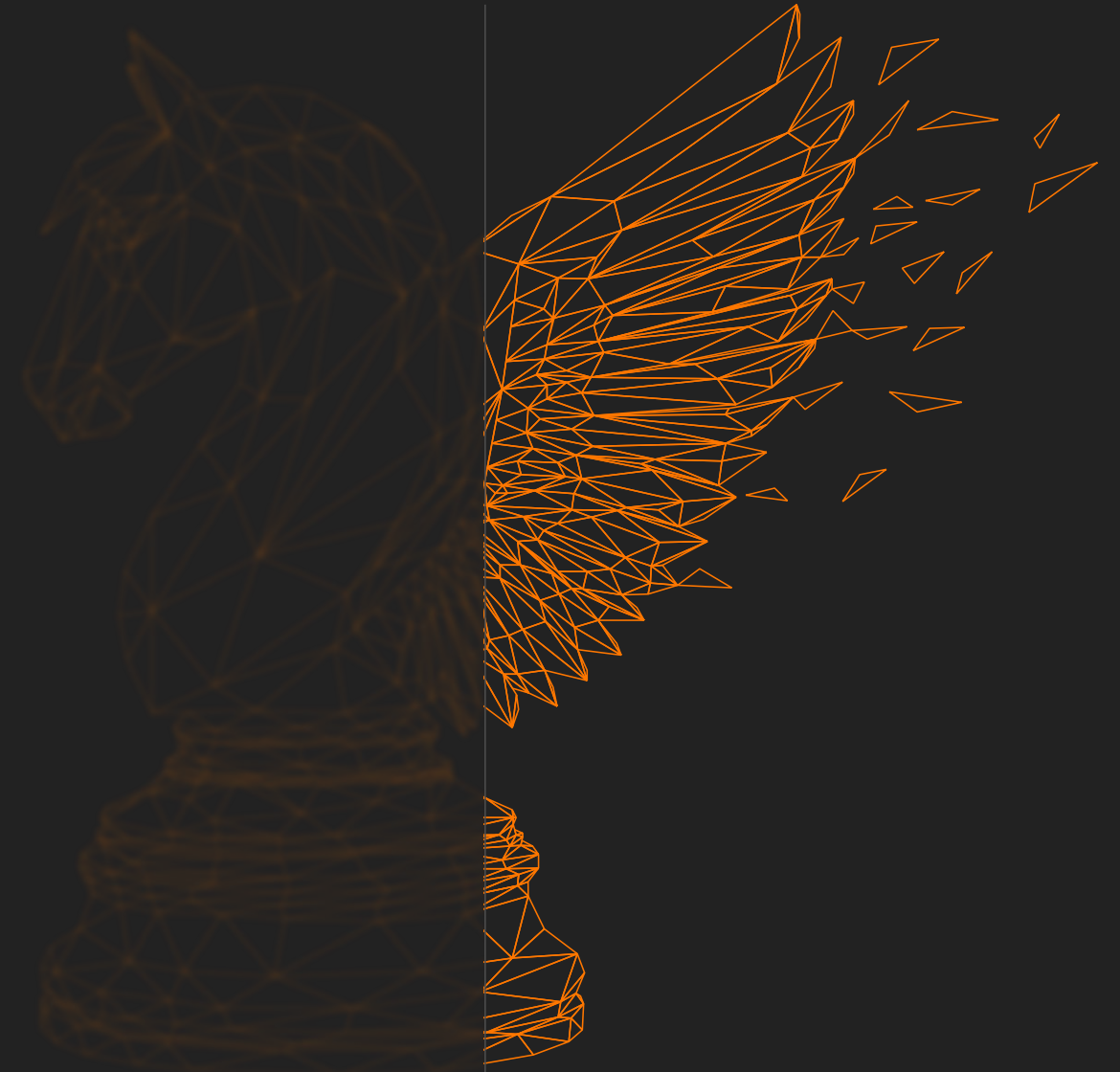


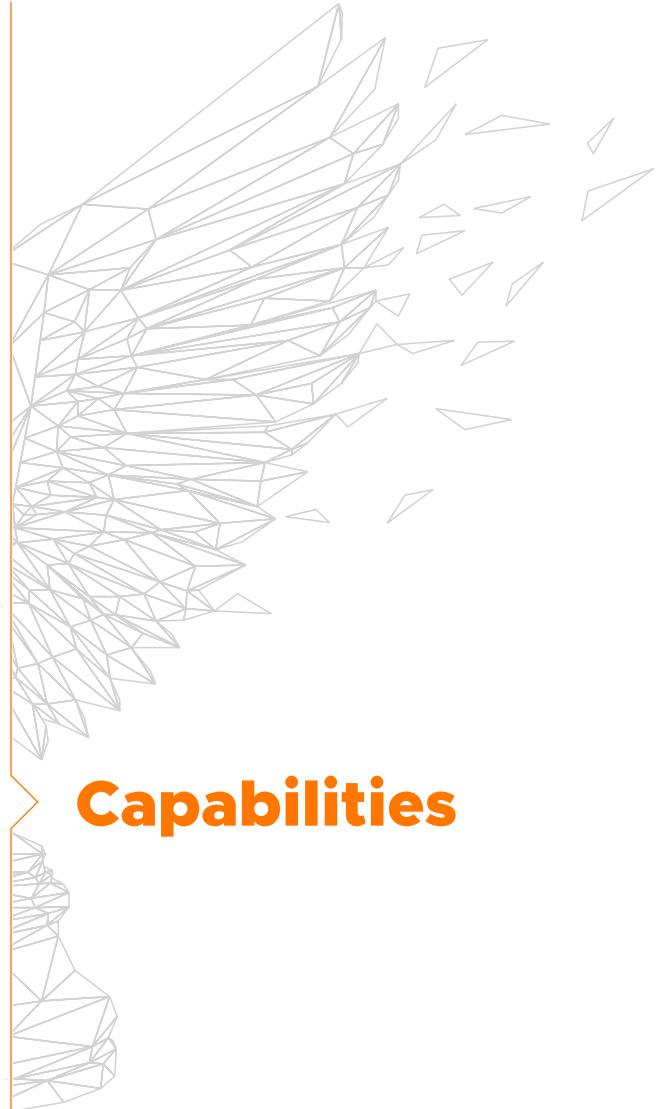
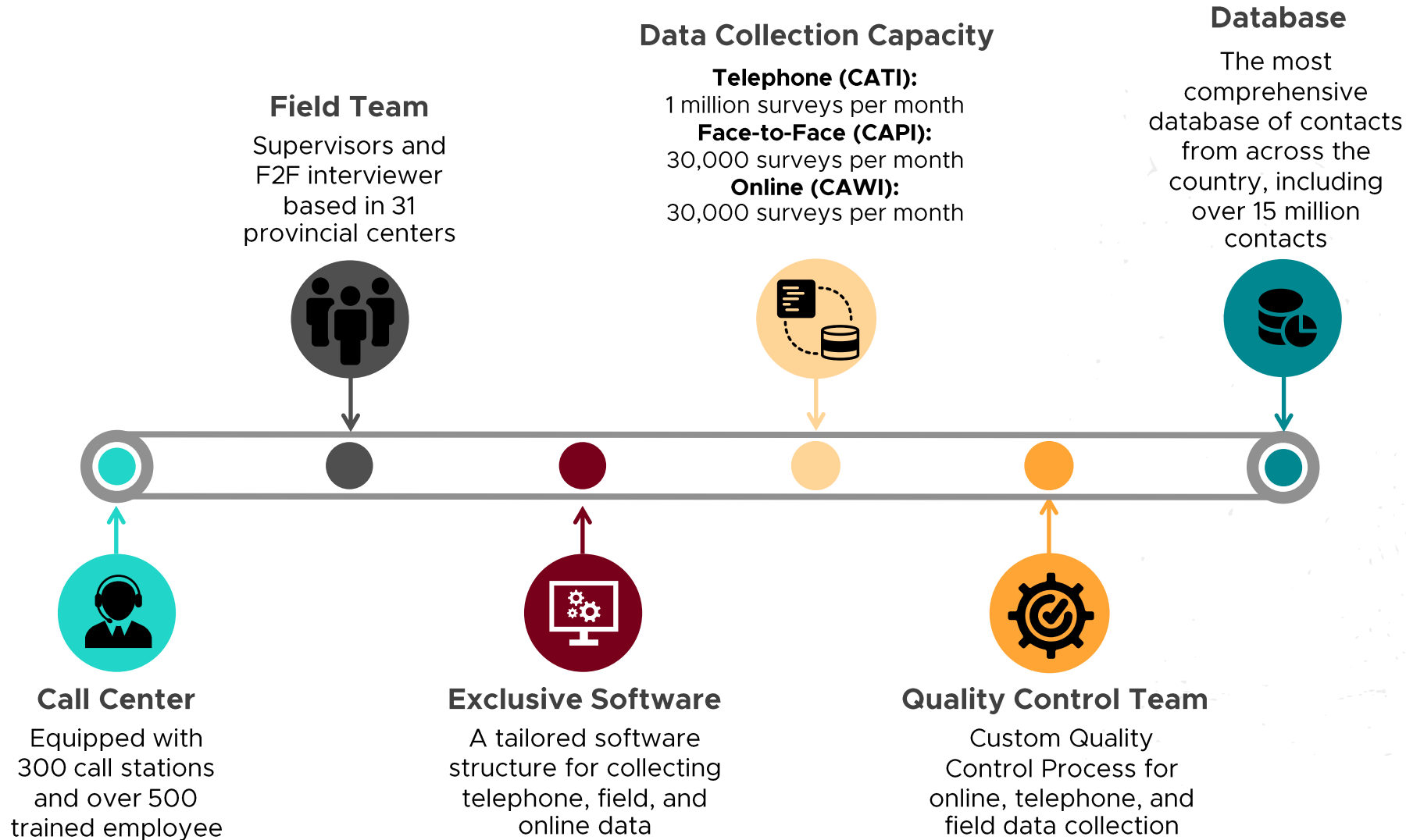
ReLOOQ
MARKETING RESEARCH AGENCY

Memberships

LOOK AGAIN!
www.reloooq.co

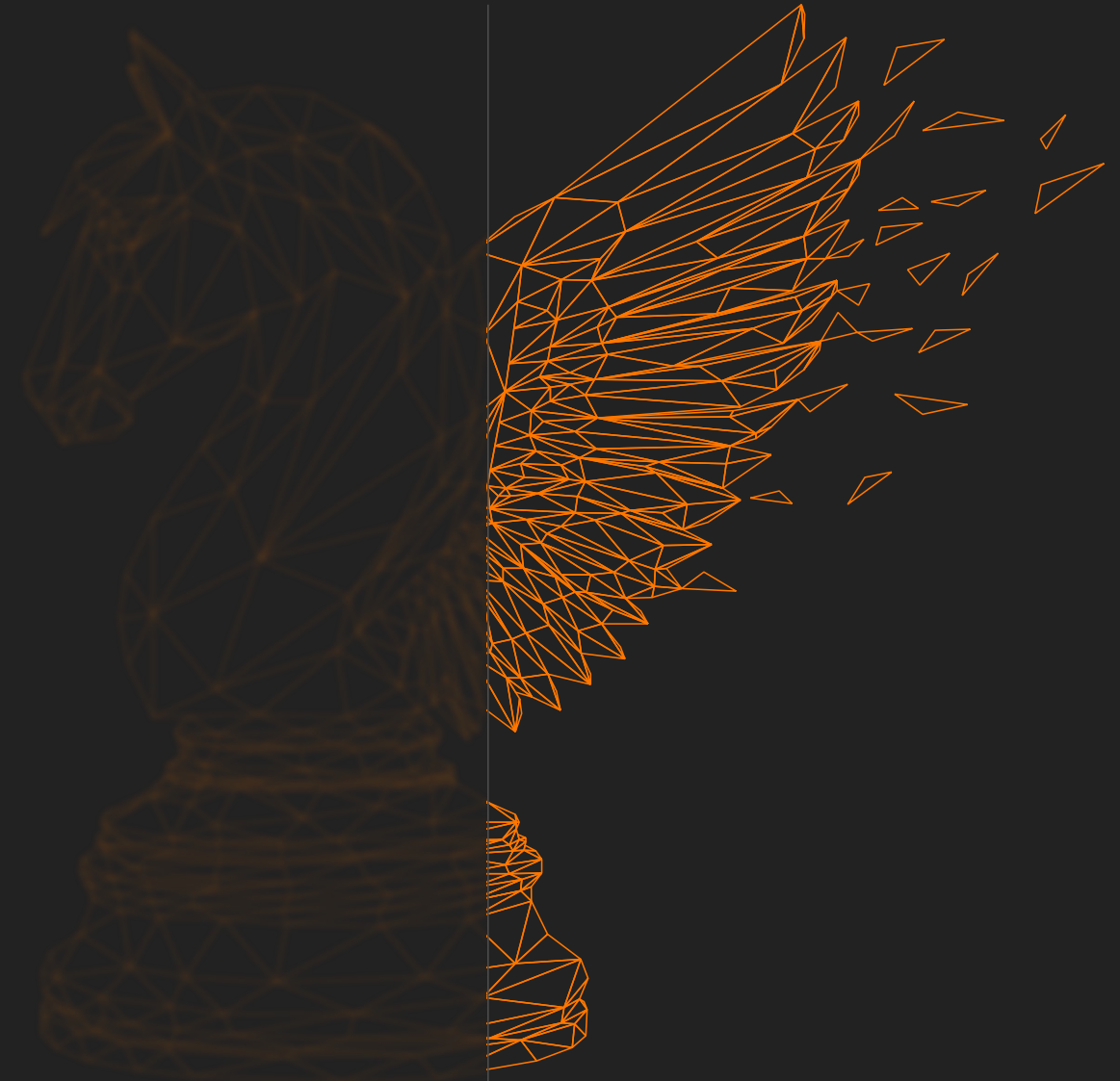
Our Capabilities





Capabilities

Our Services



Product Test

Consumer Studies

Brand Studies

Retail Studies

**Market & Competitor
Analysis**



Marketing Research



Market Share Analysis

In-Store Customer Experience Analysis

Store Shelf Layout Optimization

Sales Channel Performance Analysis

Marketing Research

Retail Studies



Usage & Attitude Analysis

Consumer Behavior Analysis

Needs and Preferences Analysis



Marketing Research

Consumer Studies



Market Acceptance Evaluation

Concept Testing and Initial Trial

Consumption Experience Analysis



Marketing Research

Product Test



Marketing Research
Brand Studies



Market Trend Analysis

SWOT Analysis

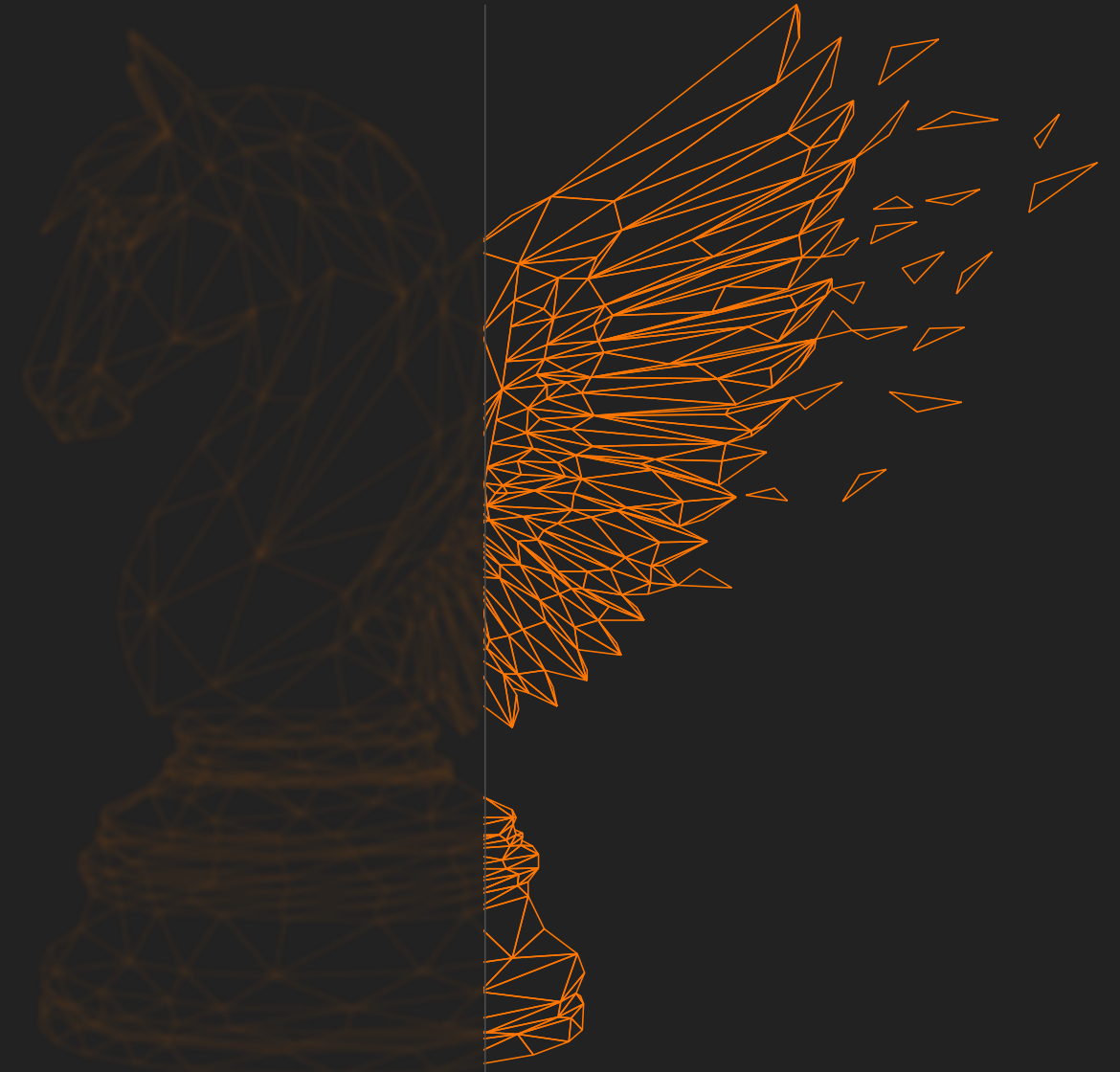
GTM Strategy



Marketing Research

**Market & Competitor
Analysis**

Our Solutions





C-D Mapping

Omnibus

CX Management

Our Solutions

The **C-D Mapping** service is a powerful tool for identifying and analyzing the positioning of brands in the market. This method helps organizations identify their strengths and weaknesses in comparison to competitors and gain a deeper understanding of their position in the minds of customers. By using centrality and distinctiveness analysis, optimal strategies for brand positioning and new product development can be determined. This service is especially effective for companies looking to enter new markets or strengthen their presence in existing ones.

The **Omnibus** service is a comprehensive and cost-effective research solution that allows companies to gather diverse data in a shared study. By using this service, clients can address their questions across various domains while reducing research costs. This method is especially beneficial for small and medium-sized brands looking to gather market information and assess customer opinions. In each **Omnibus** study, it is possible to explore different topics such as brand image, purchasing behavior, and consumer preferences, with the resulting data presented in an analytical and actionable format.

The Customer Experience Management (CX Management) service helps organizations improve the overall customer experience and increase customer loyalty. This service includes evaluating customer needs and expectations, analyzing touchpoints, and reviewing their experiences throughout the buying journey. By leveraging the collected data, companies can design strategies to optimize their services and products and continuously improve the customer experience. Our goal is to enhance the quality of interactions and communications between the brand and its customers, ensuring that every experience is positive and impactful.

Our Solutions

CX Management

Thank You!

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