

# BEAM

INTERNATIONAL







**global research**  
**CLOSE TO YOU**

# BEAM

## INTERNATIONAL

*BEAM International was established nearly 2 years ago, after 6 years exceptional delivery and service of market research fieldwork to our UK clients.*

### WE MAKE IT HAPPEN

*We use every bit of our UK recruitment and fieldwork knowledge, all of our British charm with trusted global partners, and our seamless command of international time zones to deliver multi-territory research projects for our clients.*

### ONE VOICE

*As your single point of contact, we remove worry from your global research project. You can concentrate on what you do best and we take care of the rest.*



## What's in a name?

*To us, quite a bit actually.  
Our parent company name  
represents strength, light and focus  
and is the cornerstone of our reason  
for being in the research industry.*



BEAM



BEAM  
FIELDWORK



BEAM  
INTERNATIONAL

A 20-strong team, with over 20 years experience in recruitment, fieldwork and project management for the UK and international market research industry.

We're agile and accurate with our recruitment, persistently engaging with on-going participant panels and determined to deliver unparalleled projects every time.

why us?  
STRENGTH IN NUMBERS





*We understand what's important to you*

*Our values are our life blood. There's not a part of BEAM International or BEAM UK that isn't built around them.*

## **BE RESOURCEFUL**

*Deliver solutions through strategic, creative, and considered thinking.*

## **BE SUPPORTIVE**

*Encourage and collaborate to deliver excellence together.*

## **BE TRUSTWORTHY**

*Honest and respectful with confidence and integrity, always.*

## **BE SUPPORTIVE**

*Continuously seek ways to improve what we do and the service we deliver.*

*From our relationships with global clients and delivery partners, how we behave as a responsible company, to managing your project and recruiting our team of 'BEAMIES'. These are the beams that support our business in our day-to-day, every day.*

**our  
VALUES**



northstar




DIALECT



KANTAR



our recent  
CLIENTS



## Our quality accreditations

*We're part of the ESOMAR organisation for our international fieldwork and an MRS Company Partner in the UK.*

*All our work is completed in accordance with our internal quality assurance management procedures, which have been based on the ISO20252 standard.*

*We strictly adhere to the codes of conduct and ensure that our international partners do too, giving you peace of mind that your fieldwork is being conducted following the highest possible industry standards across the globe.*

**ESOMAR<sup>22</sup>**  
**Individual**







## *Honest thoughts and ideas*

*For us, it starts when you brief us. From writing your screener, booking the perfect venue, simplifying pre-tasks and making it accessible for all.*

*We manage your qualitative projects meticulously so you can concentrate on delivering the insights and outcomes.*

**FOCUS GROUPS** FACE-TO-FACE  
AND ONLINE

**DEPTH INTERVIEWS** FACE-TO-FACE  
AND ONLINE

**CO-CREATION**

**ACCOMPANIED SHOPS**

**ETHNOGRAPHIES** FACE-TO-FACE  
AND REMOTE

**WORKSHOPS**

**ONLINE COMMUNITIES**

**ONLINE FORUMS**


**INNOVATION WORKSHOPS**

**PRE & POST TASKS**

**INFLUENCER OUTREACH**

**real feedback**  
**QUALITATIVE**



A woman with blonde hair, wearing a grey sweater, is smiling and showing a tablet to another person whose back is to the camera. They are in a cafe or office setting with a brick wall and shelves in the background.

*Seamless, end-to-end  
delivery every time*

*We've earned our quant stripes,  
working with global brands.*

*We handle everything ourselves from  
scripting and hosting, interviewer  
scheduling, briefing and deployment  
to data delivery, meaning we're with  
you on every step of the datapath.*

**IN-STORE SURVEYS**

**EXIT SURVEYS**

**HALL TESTS**

**IN-HOME USER TESTS**

**PRODUCT TESTING**

**ON-STREET INTERVIEWS**

**MYSTERY SHOPPING**

**SENSORY TESTING**

**SCRIPTING & HOSTING**

**DATA ANALYSIS**

**INFLUENCER TESTING**

*sharp delivery*  
**QUANTITATIVE**





*And there's  
more....*

*We take the 'search' out of research,  
with end-to-end delivery of everything  
you need for project excellence.*

*Our services are designed to ensure a  
memorable respondent experience  
and ensure that you achieve your  
research goals and deliver the results.*

**INCENTIVE MANAGEMENT**

**BESPOKE CONSENT**

**VENUE FINDING**

**SCREENER ORIENTATION**

**ONLINE GROUP HOSTING**

**METHODOLOGY DESIGN**

**PRE & POST TASK DESIGN**

**TABLET & TECH SUPPORT**

**HOSTING & EVENT STAFF**

**TRANSCRIPTION**

**SIM / TRANSLATION**

**PROJECT MANAGEMENT**

***additional services***  
**AVAILABLE TO YOU**





# *talents to* **SHOUT ABOUT**

## *Our specialist research areas*

*Here are just a few of our  
international and UK specialisms that  
we're really proud to shout about...*

### **RESPONDENTS**

- *Hard-to-reach respondents*
- *Vulnerable audiences*
- *B2B & industry experts*
- *High-net-worth individuals*

### **INDUSTRIES**

- *Automotive*
- *Vaping & smoking*
- *FMCG & retail*
- *Utilities & finance*
- *Leisure, tourism & hospitality*

### **METHODOLOGIES**

- *Focus groups & depths*
- *In-venue quant*
- *In-home product tests*
- *Multi-stage long term projects*
- *Mobile device surveys*



*"I just loved how easy everything was - no hassle, no trouble."*

*"You kept us up to date every step of the way and were so proactive in finding solutions to problems."*

*"Responsive and helpful on a quick turnaround project. Communications handled perfectly even when I was on holiday!"*

*"Quick thinking, always flexible and great communication"*

*what our*  
**CLIENTS SAY**

## Our clients keep coming back

*We love to build partnerships. Whether it's our first or fiftieth project together, our aim is to become an extension of your team.*

*We schedule regular relationship reviews to ensure we keep delivering and continually improve. We keep a close eye on your project feedback and overall sentiment. We're proud as punch with our current NPS score:*



*90% of our new business comes through industry recommendations, and we're thrilled to know we're top of mind for recruitment, fieldwork and project management across the globe.*





case studies  
PROJECTS UP CLOSE





## THE BRIEF

Test a new-to-market spin mop product with UK consumers.

Multi-stage research project including two online communities and a series of focus groups in conjunction with EU and US research projects.

AGENCY: Spinnaker  
SPONSOR: Vileda

## SPIN MOP NEW PRODUCT LAUNCH

## QUAL DEPTH STUDY

2022

EU-based client; 42 respondents; Product testing; 4 week study

**RECRUITMENT** 100% in-house UK only recruit; Multi-stage recruitment tailored to research format;

**QUALITY** 100% pre-research verification; Tech support for community; Community onboarding and quality control checks and respondent management; Product management and verified delivery checks; Strict GDPR and consent compliance; NDA management.

**PM** Recruitment management; UK venue search; Pre-task coordination, collation and delivery; Product coordination and delivery; Respondent liaison and management; Incentive management.

*"All respondents were articulate, lively and provided great insight... just what we were looking for! Look forward to working with you again."*





## THE BRIEF

Explore the attitudes and opinions of UK smokers and vapers in relation to SUSTAINABILITY.

Focus on three core audience types consuming various methods of nicotine intake (smoking, vaping, pouches) for multi-stage IDIs across a two-week period.

## SMOKERS & VAPERS

## QUAL DEPTH STUDY

2022

EU-based client; 62 respondents; Product unboxing; 6 week study

### RECRUITMENT

100% in-house recruit; Recruitment across 5 product screeners; Multi-SEG sample representation with inter-locking quotas; Complex respondent briefing; Appointment setting.

### QUALITY

100% pre-research age verification; Tech support for multi-stage depths; Product management and verified delivery pre-depth; Strict GDPR and consent compliance. NDA management.

### PM

Recruitment management; Scheduling and coordination of 8 moderators across 4 time zones; Product sourcing and delivery; Respondent liaison and management; Incentive management.

*"Your respondents were brilliant. Really brilliant. Well prepped, diverse, funny, smart, attentive and giving."*





## THE BRIEF

Explore the attitudes and opinions of UK & USA-based gamers from recreational to professional who use a range of tech brands across their gaming set-up.

Maintain engagement throughout online community and ensure quality responses throughout.

## GAMING HARDWARE ONLINE COMMUNITY & DEPTHS

QUAL

2022

3 week critical path; 30 respondents; USA & Europe; 7 day study

### RECRUITMENT

Free find recruit deployed in-house and to USA & DE-based recruiters; Centralised pre-screen data capture; Re-screen and respondent and responsible adult briefing; Strict adherence to 'gamer' profiles using algorithm typing tool.

### QUALITY

100% pre-check calls; Co-ordination of client QC calls ahead of on-boarding; 100% pre-community GDPR consent adherence including responsible adult consents; Replacement of underperforming respondents; Community monitoring; Tech support.

### PM

Screener origination; Recruitment management; Flexible resource coordination; Multi-agency stakeholder management; Community monitoring; Client management; Respondent and responsible adult management; Incentive handling.

*"Talking about my passion for gaming and my gaming set-up was so enjoyable. From the time I applied to the time I got my incentive, the team kept me informed, engaged and on-track."*





I N T E R N A T I O N A L

We'd love to chat with you - drop us a line  
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