



ROGIL

from research to result

Rogil is a quantitative and qualitative research agency in Belgium and offers a wide selection of Field & Operation Services at the highest quality, covering Europe. We frequently carry out research in Belgium, Luxemburg, The Netherlands, France, Germany, Spain, United Kingdom and Italy.

Member of Esomar, Febelmar
and the European Sensory Network.



Sensory lab

Our brand new sensory lab is ISO and HACCP compliant and is equipped with 11 fully standardized and separate sensory booths. Respondents can evaluate your product without any interference of external factors:

- Standardized day light intensity (no differences in light)
- Air-conditioning to ensure constant temperature and humidity
- Pressure cabine to avoid odour contamination
- Fizz software for data capturing, randomisation and sensory analyses

Our sensory lab can be used to conduct descriptive sensory research (trained panel) or consumer insight research (consumer panel) in the most standardized and qualitative way. Available in Belgium and almost all European countries.

4 Mobile test units / Mobile labs

Our mobile test units are equipped as mobile sensory labs and consist each of 4 to 5 separate booths, air-conditioning and kitchen to prepare the samples to be tested. The mobile test units can be used all over the country in city centers, parking lots of hypermarkets, shopping centers...

Mobile test units are frequently used instead of central location tests to carry out taste tests, packaging and concept tests. This is a powerful tool to get quickly a good regional spread and always assures "fresh" recruitment (the mobile test units are never used at the same location within a period of two weeks).

Rogil is highly specialized in

- Product and concept research
- Sensory research
- Eye tracking research
- Packaging research
- Usages & attitude research
- Customer satisfaction research
- Communication, brand, image & advertising research
- Selling points evaluation

Expertise in following sectors

FMCG, Media, Communication, Banking & Insurance, Telecommunication and Pharma.



Central location research

We conduct research on central location in the main cities of Belgium (Namur, Liège, Antwerp, Leuven, Gent, Hasselt, Brussels,...)

In-house CATI production facilities

We possess 26 CATI stations equipped with the newest technology and ASKIA software with continuous supervision. Interviews can be followed in real time in a separate room without interfering the interviewers.

Eye Tracking expertise with newest technology

Eye movement registration research is a powerful tool for objective perception research. It aims at studying the way in which we visually scan our environment, i.e. an advertisement, a poster, a package, a design, a TV-spot, a direct mail pack, a shelf in a supermarket, the layout of a newspaper, the structure and layout of your website, the cover of a magazine...

Rogil possesses the latest technology and EMR equipment with which continuous recording of the eye focus is possible. This enables studying the visual information transmission of objects, their eye-catchers, their main points and the sequence in which they are scanned etc.

CAWI - Internet Research

Our Askia software platform enables us to conduct multi country internet research. We have access to more than 500.000 panel members in Belgium. Also panels in other countries are available.



Available panels

Trained panel: 24 members
Consumer Panel: 1500 members
Online panel: Access to more than 500.000 members in Belgium. Availability of panels in other European countries

Data processing services

- Coding
- Punching
- Tabulations
- Advanced statistical analyses
- Chart processing
- Reporting

Data collection resources

- 100 highly trained interviewers
- Face-to-face CAPI : in home, central location, Mobile units, in-street, in-store
- Eye Tracking hard- & software
- CATI: 26 units in-house
- Online : e-panel
- Mystery Shopping / Mystery Calling
- Store checks
- Counting events (e.g. to determine good locations for shops)
- Sensory lab

Software

- Fizz-software for sensory research
- Advanced web based ASKIA system interviewing platform which enables us to carry out multi country projects.



In-depth interviews & focus groups

Rogil has 4 freelance qualitative researchers with 15 to 30 years experience in qualitative research over Europe.

We cover all aspects of product & concept development, marketing & sales, brand and communication.

Our researchers have a wide expertise in the following sectors:
FMCG, Media, Communication, Banking & Insurance, Telecommunication and Pharma.





Quality Control

Through investments in research technology and thorough quality control processes, we offer the highest level of quality standards and delivery precision for all our services. A dedicated coordinator is responsible for the execution and quality of each project.

Member of Esomar, European Sensory Network, Febelmar (Belgian association of Marketing Research).

Contact

Interested to work with us? Contact Nathalie or Sofie or send your Quotation Request to **Quotes@rogil.be**



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