



Still hiring more than one  
agency for **marketing  
research** in Latin America?



# ASISA

RESEARCH GROUP

For over 20 years Asisa has been providing top quality, full service marketing research for local and multinational corporations in the Caribbean, Central and South America.

***Now we're in Miami !!***

A red shopping cart with a yellow sign that says "Welcome to MIAMI". The sign is mounted on the cart's frame. The background is a blurred outdoor setting.

**Welcome to  
MIAMI**



# LatNet Research

1. Experience managing large scale projects: over **600,000 surveys** and **3,000 focus groups** carried out in the last five years.
2. Single point of contact in the United States for your regional marketing research needs.
3. **Asisa's** network of local researchers and agencies throughout Latin America provide the local and regional knowledge for real globally-local research.



3

**Asisa's branch** offices and qualified partner-research agencies in the region, provide the infrastructure you need to carry out full research projects without the hassle of hiring multiple providers for your multinational research needs.

**North America**

**Central America**

**South America**

**Caribbean**

United States

Costa Rica

Colombia

Dom. Rep.

Mexico

Nicaragua

Venezuela

Trinidad

Honduras

Argentina

Jamaica

El Salvador

Brazil

Puerto Rico

Panama

Chile

Haiti

***“What makes ARG unique is the ease with which they combine international knowledge and experience with a profound local knowledge”***

## **SOME OF OUR CLIENTS**

American Bar Association  
American Beverage Corporation  
Inter-American Development Bank  
The World Bank  
Betametrix  
British American Tobacco  
Cadbury-Schweppes  
Unilever  
Cemex  
Presidente Beer  
Deloitte  
Frito Lay

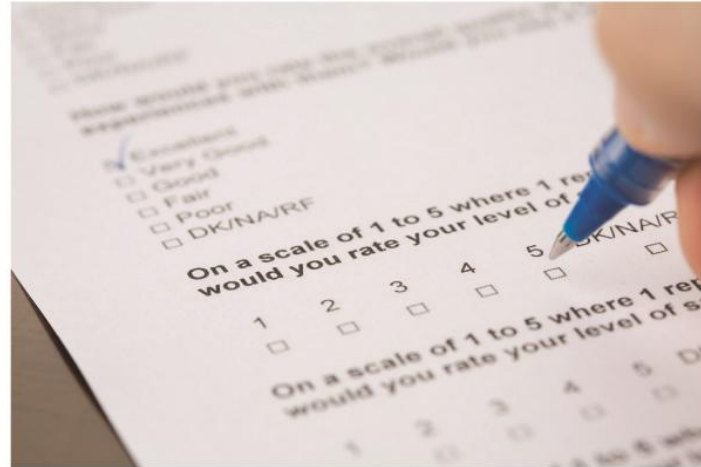
Nestlé  
McCann Erickson  
Newlink Group  
BBDO  
Penn, Schoen & Berland  
Presidency of the Dominican Republic  
InterAmerica/Lowe  
TNS Guatemala  
The Monitor Group  
University of Illinois At Chicago  
Young & Rubicam

***“I would describe ARG as a small company with big results”***

Christian Seiffert

THE MONITOR GROUP

## FULL SERVICE REGIONAL MARKETING RESEARCH



All of our branch offices and research partners offer focus group facilities, as well as extensive fieldwork face to face teams.

### Quantitative

Face to face surveys

Online surveys

Store audits

Central location surveys

Public Intercepts

### Qualitative

Focus groups

In-Depth Interviewing

Mini-groups

Ethnographies

Non-reactive observations

Perception Analyzer® system

Asisa also operates a state of the art CATI center, capable of carrying out multinational-multilingual telephone surveys with strict methodological controls, quick turnarounds and the unrivaled ability of our broadly experienced Latin-American senior research analysts.





# LatNet Research



To request more information  
on Asisa or a personal presentation with  
one of our executives, you can:

Call us, toll free at 1-877-333-7939

Email us at: [contact@AsisaLatinAmerica.com](mailto:contact@AsisaLatinAmerica.com)

Visit our website: [www.AsisaLatinAmerica.com](http://www.AsisaLatinAmerica.com)

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