

INTEGRAL + SINUS + OPINION

Three successful market research institutes merged into one group

The INTEGRAL-SINUS Group has merged with OPINION to form the new INTEGRAL-SINUS-OPINION Group.

The key reasons for this are:

- Mutual enrichment of competences
- Market expansion and risk diversification
- Creation of new perspectives for the future

ISO is a medium-sized group, owner-managed and independent, while at the same time broadly networked with a number of successful cooperation partners – both nationally and internationally.

Integral, Sinus, and Opinion will continue to operate independently in the market, while benefitting from complementary competencies and offerings, as well as a synchronised corporate philosophy that focuses on high quality and the satisfaction of clients and employees. OPINION - in the market for 25 years - contributes its international know-how in the ad hoc and FMCG sector, particularly product and concept tests and tracking studies.

INTEGRAL - on the market for 34 years - contributes its know-how in the financial services and telecommunications sectors, as well as its experience in customer satisfaction and advertising research.

SINUS - on the market for 43 years - contributes its special knowledge in qualitative market and social research and its competence in strategic trend and target group research (Sinus-Milieus© and tailored segmentation models).

Together, these three institutes stand for over 100 years of experience in market and social research in the DACH region and worldwide.

- Over 13 million Euros turnover
- Four locations: Berlin, Heidelberg, Nuremberg and Vienna
- Over 80 employees

What distinguishes this group is transfer competence: many years of experience translated into innovation and foresight, both in terms of methods, solutions to our clients' challenges, and growth opportunities for our employees.

Joint statement:

Our motto is: To break new ground together and achieve new levels of success, without giving up the identities of the three institutes.

We are optimistic about the path forward for our clients, employees, and partners, especially taking into account how successfully all three institutes have navigated the COVID-19 crisis.

Statement by Rolf Körling (Founder and Managing Director OPINION):



We have been discussing this topic on a friendly basis for several years, and have now put our money where our mouth is. There are several reasons for OPINION to enter this partnership: First and foremost, OPINION will remain an independent company, while naturally benefitting from our new partners' competences.

We will strengthen our special knowledge in qualitative market research, and will be offer our DACH and international clients the chance to work with the well-known Sinus-Milieus, developed by SINUS, the specialist for segmentations.

Cooperating with the Austrian institute INTEGRAL, which is predominantly active in the media, communications and banking sectors, will allow us to expand our competence in the areas of customer satisfaction and advertising research.

Statement by Manfred Tautscher (Managing Director SINUS):



With this merger, we will strengthen our presence in the German market, one of the most important markets worldwide, while also expanding our international scope of action and creating new opportunities for our customers and employees.

Working with OPINION will give us the chance to make the Sinus-Milieus more accessible for classical market research, e.g. for product and concept tests, image studies, U&As, and communication research (pre- and post-testing).

Statement by Bertram Barth (Managing Director INTEGRAL):



This merger will strengthen our presence throughout the German-speaking market. Working with OPINION will enable us to offer our clients in Austria concept and product testing models based on many years of experience. Through OPINION, we will also have the chance to offer INTEGRAL's competences to the German market, especially in the fields of customer satisfaction and communication research.

About INTEGRAL

INTEGRAL is a full-service research institute and provider of customized market research solutions developed on a scientific basis, from data collection to the delivery of actionable information and recommendations.

INTEGRAL cooperates intensively with the Heidelberg-based SINUS Institute on research on social milieus, groups of like-minded people identifiable using the Sinus-Milieu® target group model. This model provides marketing decision-makers from companies, media and politics with granular information about markets and target groups capable of providing them with a competitive advantage. INTEGRAL acquired a majority stake in SINUS in 2009.

For more information about INTEGRAL, visit www.integral.co.at.

Contact

INTEGRAL Markt- und Meinungsforschung

Sandra Cerny

Phone: +43 (0)1-799 – 19 94

Mail: office@integral.co.at

About SINUS

SINUS Markt- und Sozialforschung GmbH, with offices in Heidelberg and Berlin, has been a specialist in psychological and social science research and consulting for over 40 years. SINUS develops strategies for companies and institutions that leverage socio-cultural change as a success factor.

A key tool for this is the Sinus-Milieus® - a social target group model that clusters people into groups distinguished by similar mindsets and lifestyles. The Sinus-Milieus® have been among the best-known and most influential segmentation approaches for decades, and are now available for over 40 countries.

SINUS cooperates closely with its sister companies INTEGRAL Markt- und Meinungsforschung in Vienna, Austria, and OPINION Market Research & Consulting in Nuremberg (the INTEGRAL-SINUS-OPINION Group).

For more information about the SINUS Institute, visit www.sinus-institut.de.

Contact

SINUS Markt- und Sozialforschung GmbH

Tim Gensheimer

Phone: +49 (0)6221 – 80 89 – 60

Mail: presse@sinus-institut.de

About OPINION

OPINION is one of the leading market research institutes in Germany, utilising expertise in ad hoc and tracking studies to accompany more than 100 national and international brands. For 25 years, OPINION has been helping our clients understand what drives their consumers around the globe. OPINION does not offer off-the-shelf market research, but draws upon a broad spectrum of methods to design custom approaches tailored to our clients' needs.

OPINION is a member of "The Research Alliance", a global network of independent market research institutes in Europe, USA, South America, the Middle East, Asia and Australia. This enables us to augment our trusted services with local expertise in each market worldwide, to the benefit of clients with a global presence or aspirations.

For more information about OPINION, visit www.opinion.de

Contact

OPINION Market Research & Consulting GmbH

Thomas Maurer

Phone: +49 (0)911 - 39 364 - 57

Mail: info@opinion.de