

KANTAR

Consumer**Link**

Recruitment for
Qualitative Studies



ABOUT US

ConsumerLink was formed from the field and operations teams of Colmar Brunton Research, now known as Kantar New Zealand (our parent company). We were one of the first in New Zealand to specialise in field and tabulation and have been one of the country's leading data collection agencies since 1990.

WHAT WE DO

We work with our clients on a wide variety of projects across all market sectors including: Banking and finance, FMCG, Travel and Tourism, Telecommunications, Food and Beverage, Retail and Wholesale.

RECRUITMENT

The participant recruitment arm of the business has grown from strength to strength over the years; catering for a range of clients in both business and consumer paid research projects across New Zealand society - whatever your location, we'll source the participants.

Our recruitment team of highly skilled specialists will endeavour to find participants that are specific to the project needs.

WE RECRUIT FOR:



Focus groups



In-depth interviews



Usability testing



Sensory evaluation



Accompanied shopping



Ethnographic studies



Online surveys (CAWI Research)



Mystery shopping

DATA PROTECTION

At ConsumerLink, we only work with permission-based respondents and ensure data collection is done in respect of data protection regulations around the world.

Over 25 years experience in the Market Research industry.

HOW OUR TEAM WORKS WITH YOU



OUR PANELS

We have 100,000+ potential respondents on our nationwide recruitment database which is representative of most metropolitan areas, as well as many rural districts. Our database members come from a variety of sources and represent a wide cross section of the community.

We have a dedicated panel team looking after all aspects of our panels daily and all panellists are monitored to prevent participant over-use.

NETWORKING

When panels are not the ideal source for the type of participant you require, our Recruitment Team are experts at networking with community groups, support groups, social clubs, etc. The recruitment method employed depends on your criteria and the type of participant you need.

CLIENT LISTS

We also recruit from client supplied lists (lists of customers, enquirers, potential customers). Client lists can be a great resource when recruiting a niche market or to a specific brief.

PARTICIPANT QUALITY

All participants have their attendance confirmed and their responses validated against the main recruitment criteria, prior to taking part in the research. Our superior training and rigid checking guarantees on-spec recruitment.

PROJECT MANAGEMENT

We offer a wealth of knowledge and experience in project management. Our specialists and client-focused team are passionate about achieving your business outcomes. We like to work in partnership with our clients. At every stage of the recruitment process we provide regular updates.



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Contact Us

Consultation

Pick our brains - we love chatting about people for research and how to find them.

Quotes

Each brief is unique so costs vary depending on your requirements. For your particular brief, please contact us for a quote.

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