



#### **What we are**

We're a tight-knit crew of curious minds united by an unquenchable thirst for knowledge. Led by highly experienced partners, the team has just what it takes to meet your specific needs. We believe that the project makes the team, which is why we collaborate with stellar specialists in each area.

#### **What we do**

Qualitative and Quantitative research for taking action. We are an institute with vast knowledge in the fields of Automotive, B2B, Entertainment, Fast Food, Finance, Food & Drinks, Gaming, IT, Movie Industry, OTC, Pharma, Personal Care, Retail, Travel & Tourism, Telecom, Video Games, etc.

#### **Brands we partner with**

The Sound, HVS, Some Research, Think Tank, The Big Picture, Britain Thinks.

#### **Brands we help**

Disney, Coca-Cola, Playstation, Betfair, Samsung, Martini, Zeiss, Zovirax, Kaiku, Vodafone, Facebook, Netflix.

#### **Our manifesto**

Leading is movement. Movement is knowledge. Knowledge only comes if you look, listen and learn from everything you see and hear. From everything you feel. Look, listen and learn to lead. That is the formula. Learning is the key to knowledge. At Arpo, we've been immersed in qualitative and quantitative research for decades. Learning takes time. We have learned new lessons from each of the 6,000 studies we've conducted to help brands realise who they are in Spain and who they could be. And we keep on doing just so. We feed their innovation engines with the only thing that can boost their market value: understanding. And we keep on doing just that. We call it knowledge for action. They call it confidence. Getting to where we are today was never the objective. Getting here was all about the journey. And we're still on the move.

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