

**ESTUDIO**  
SILVIA ROCA

Spain and LatAm

**fieldwork**  
specialist

SINCE  
1989

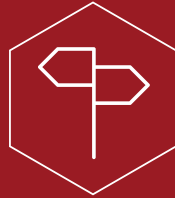


# Spain and LatAm fieldwork specialist

**Since 1989 we have been specialising in Fieldwork,  
recruiting participants.**

Almost 30 years of coordinating and developing market research in different sectors and countries are a true testament of the Estudio Silvia Roca experience. Our clients are small and large global research companies to which we provide overall service and maintain their confidence through the professionalism and seriousness of our work. We guarantee a prompt and thorough response.

# What we do for Qualitative and Quantitative Research?



## SERVICES:

- International Recruitment
- Moderation
- Simultaneous translation
- Translation equipment
- Transcription
- Incentive management
- Programming
- Coding
- Tabulation
- Analysis and topline

## QUALITATIVE RESEARCH

- Duos / Triads / Focus Groups
- IDIs / TIDIs
- Ethnographics
- Workshops
- Online and mobile qualitative research
- UX

## QUANTITATIVE RESEARCH

- CATI
- CAPI
- CAWI
- Hall Test
- Mystery Shopping
- Trackings
- Other types of studies

## ASSOCIATIONS

Our quality control standards are exacting and we belong to and meet the standards of the main associations, AEDEMO and ESOMAR, in the market research industry; and as experts in the pharmaceutical sector we follow the recommendations of PMRG EphMRA and PBIRG.

# sectors

We have assisted our clients seeking competitive advantages, employee motivation, etc., in resolving product, brand, new market, publicity and image issues, in short, guiding the success of their business.

PHARMACEUTICAL LABORATORIES

TECHNOLOGY

PERIODICALS / MAGAZINES

FASHION

RETAIL

FOODSTUFFS

SPIRITS

TOBACCO

CARS

TRAVEL AND LEISURE

DWELLING

TELEPHONE

BANKING

INSTITUTIONS

CLEANING

COSMETICS AND FRAGRANCES

ELECTRICAL EQUIPMENT

# Targets LatAm and Spain



**Our own databases of verified and differentiated targets allow us to implement online and offline quantitative and qualitative research projects in LATAM and Spain.**

# rooms



**The Estudio Silvia Roca rooms are a well thought out space so that people can feel at home and eager to work in a relaxed and friendly atmosphere, for both group and interviews participants and clients, technicians and translators.**

bcn  
Barcelona



md  
Madrid



mx  
México  
POLANCO



sp  
São Paulo  
JARDINS



**ESTUDIO  
SILVIA ROCA**

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## **ESTUDIO SILVIA ROCA**

INVESTIGACIÓN DE MERCADO • FIELD WORK

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