



How do you handle international projects?

PLAN-it Marketing's international experience spans Europe, Asia and South America. Working with both qualitative and quantitative strategic partners abroad, PLAN-it professionals manage every detail of a project just as they would for projects within the U.S. – from strategic consulting to research study design and implementation to in-depth analysis and presentation with actionable recommendations.

Conducting research abroad is seamless because PLAN-it controls the entire project by accessing a variety of resources where needed to efficiently facilitate each step of the process. Clients gain the value of working with a consistent strategic partner who understands their critical business and marketing issues both domestically and internationally.

Qualitative Projects

- In foreign-speaking countries, multi-lingual moderators assist in bridging language and cultural barriers; and simultaneous translators are available so a client has the opportunity to experience the research first-hand. PLAN-it Marketing professionals are present to observe the research and play the lead role in guiding the process and addressing any questions clients may have.
- When conducting a project in English speaking countries, PLAN-it Marketing professionals may or may not moderate, depending on the key target audience type and various cultural issues that may factor into the research.
- PLAN-it Marketing has several bi-lingual professionals who may assist with communications throughout the process.

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Quantitative Projects

- PLAN-it utilizes the resources of in-country strategic partners where the research is being conducted to translate questionnaires and appropriately adapt them to address cultural nuances, as well as conduct the interviews. Results are translated and PLAN-it works in cooperation with its strategic partners to interpret any cultural issues that arise.

Whether qualitative or quantitative work, PLAN-it designs, implements and oversees all aspects of the study; we provide quality control throughout the project by monitoring field progress and ultimately analyzing the data and transforming it into a comprehensible, insightful, action-oriented presentation for clients.