



I-View was organized and incorporated as a research company on June 13, 2002, in Manila, Philippines. Its initial office was established on the fifth floor of the Mondragon Building at Salcedo Village in Makati City, Metro Manila. The company moved to its current location at the tenth floor of the Citystate Center at the 709 Shaw Boulevard, Pasig City, Metro Manila on February 14, 2004. The 160 square-meter office space houses its finance and administration department, training room, FGD room, data processing/writers' and field researchers' offices and the executive offices.

The company's reputation and expertise come from having dealt with a wide range of clients. It has established a solid domestic client base consisting of the Philippines' largest corporations as well as some multinational corporations operating in the Philippines. The following are just some of our partners' testimonials:

"I-View was very quick and responsive to our research needs. They were able to gather the information we needed even under time pressure. I appreciate their professionalism and their "can-do" attitude.

We look forward to working again with I-View!"

John Natividad
Vice President – Marketing
Eastwood Property Holdings, Inc.

"I-View was so easy to work with. They helped us find the right solutions for our needs and executed it without any hassle. The FGD that they conducted was instrumental in helping us understand our clients more. Not only were we satisfied with the way the FGD was conducted but we were very happy with their service before, during and after. They are very professional and we look forward to working with them again for our future needs."

Justine Mercado
Marketing Manager
Apo Floors

"I only have positive things to say and these are the following:

- 1) Very accommodating staff*
- 2) Reliable coordinators during FGD*
- 3) Easy communication with staff concerned"*

Ben Evangelista
Assistant Product Manager
Personal Collection

“While in the course of realigning all plans and programs of the whole organization for Ever Gotesco Malls, one my of roles is to provide the group with a valuable information on our target market- who they really are and how we are perceived by our customers.

*It took less than a day for **I-View Market Research Group** to respond to my inquiry- that alone already made a good impression on me. They are easy to work with, very transparent and flexible. They made me understand the kind of approach we needed to do to be able to aid the organization with more accurate information.*

***I-View’s** expertise and skills in conducting FOCUS GROUP helped guide our organization in the right direction. Their analysis and recommendations from this approach have proved highly useful both at the tactical and conceptual levels.*

*I would highly recommend **I-View’s** services for MARKET RESEARCH.”*

Chie Arao
Corporate Marketing Manager
Ever Gotesco Malls

“I-View incorporated our requirements with their vision to deliver. The result was a stunning service that exceeded our expectations.”

Patsy Leong
Sourcing Manager
Nokia Pte Ltd

I-View takes pride in its traditional values of forming partnerships with clients in order to: a) offer reduced cost for data and information and; b) provide reliable, timely, and actionable data for more profitable decision-making.

It has assembled an unparalleled group of professional researchers who are very loyal, energetic, enthusiastic, and committed to serve its partners to ensure profitable decision-making.

Vision

I-View is the premier nationally preferred research group. It creates innovative ways to gather data that is highly customized and tailored to the needs of its individual partners.

While market research is the core business of the company, it prides itself for being a good corporate citizen of the Philippines by continually striving to provide reliable and stable employment to its staff and to others who are willing to work for the company. I-View constantly looks for ways to create employment for the many young Filipino men and women who are looking for employment.

Mission

I-View provides accurate, timely, cost-efficient and highly reliable market research studies to organizations that are in need of actionable information. It expands partnerships with clients to ensure a reliable and stable employment for its loyal and dedicated staff.

Profile of Key People



Danny Agsalog
President & CEO

As President and CEO, Mr. Danny Agsalog's vision and dream for I-View Market Research Group is to provide employment for the talented young men and women of the Philippines who are looking for a career in market research. Under his leadership, guidance and unfaltering support, he has steered his executive team to realize this dream.

As a public servant, Mr. Agsalog has served in the cabinet of two County Mayors in the State of Hawaii. He served in the administration of Mayor Alan Arakawa of the County of Maui as Budget Director. He has also served under the administration of Mayor Mufi Hannemann of the City and County of Honolulu as Executive Director of the Oahu Workforce Investment Board; Senior Advisor for the Department of Community Services; and Senior Advisor for the Honolulu Emergency Services Department.

As a manager in the private sector, Mr. Agsalog was a member of the management team of Hawaiian Commercial & Sugar Company, a subsidiary of Alexander & Baldwin, Inc. for more than 10 years. He also served as Fund and Project Manager of the Microenterprise Program of the MEO Business Development Corporation, Inc., based on the island of Maui, Hawaii.

As a military serviceman, Mr. Agsalog served in the United States Armed Forces. His military service experience includes seven years in the United States Air Force as air traffic controller. His tour of duty in the United States Air Force gave him the opportunity to see many great places that include the most parts of the continental United States, Great Britain, the Scandinavian Countries, and Europe. He also served in the Hawaii Air National Guard for 15 years.

As a radio personality, Mr. Agsalog held weekly radio talk show every Sunday for several years at KORL - 1180 AM, KORL - 101.5 FM, and KPHI - 1130 AM, in Honolulu, Hawaii. The two-hour talk show is a live call-in show, where the callers can participate in the day's topic by giving their points of view. Prior to moving to Honolulu, he held the same talk show at KPMW 105.5 FM Radio in the island of Maui.

As a civic-minded person, Mr. Agsalog served in many organizations. His community involvement includes being former President of the Chamber of Commerce of Hawaii - Maui Chapter. He was a Board Member and Chief Financial Officer of AKAKU: Maui Community Television. He also chaired the March of Dimes - "Maui Walk America 2001".

As a political strategist, he made history in the County of Maui's politics when he engineered the election of then Councilman Alan Arakawa who was the first challenger to win and unseat an incumbent mayor in the November 2002 elections. As chairman of the campaign, he managed several subcommittees and over 300 volunteers to propel Mayor Arakawa into the Office of the Mayor.

As a professional, Mr. Aagsalog holds a Master's Degree in Business Administration (MBA) from Hawaii Pacific University; a BA in Professional Studies from the University of Hawaii; and an Associate Degree in Applied Science from the Community College of the US Air Force.

As a proud native of the Philippines, Mr. Aagsalog was born to proud Ilocano parents in the southern part of the Philippines, in the town of Palimbang, Sultan Kudarat, Mindanao. When he was five years old, his family moved to Sinit, Ilocos Sur where he attended and completed primary and secondary education. He is a proud product of Sinit National High School, in Sinit, Ilocos Sur, Philippines. He attended Saint Louis University in Baguio City, Philippines.



Jenifer Ann S. Cochon
Senior VP & Chief Operating Officer

As Senior Vice President and Chief Operating Officer of I-View Market Research Group, Ms. Jenifer Ann S. Cochon works to keep the company at the forefront of the market research industry in the Philippines. Ms. Cochon's leadership has propelled the growth of the company in the past few years. She has assembled a team of professionals with unparalleled loyalty to the company and dedication to work.

Ms. Cochon commands a wide range of experience dealing with domestic, international, and multinational corporations. Prior to joining I-View, Ms. Cochon climbed the corporate ladder in advertising and marketing communications. For more than ten years, she worked with Caballero Worldwide Partners in various capacities; as Creative Director, Vice President for Account Services and Director for Strategic Planning and Research.

Ms. Cochon holds a degree in Bachelor of Arts in Communication Arts from Maryknoll College (now Miriam College) in Loyola Heights, Quezon City. While at Maryknoll College, Ms. Cochon was on academic scholarship and consistently a proud Dean's Lister.

Ms. Cochon enjoys having time with her two adorable daughters Jireh Cebricos and Joyce Ann Cebricos. Jireh is currently a student of the country's premiere educational institution, the University of the Philippines in Diliman, Quezon City, while Joyce Ann is currently attending Sacred Heart Academy in Pasig City.



Virginia F. Yabes
Vice President & Chief Finance Officer

As Vice President of Finance and Administration, Ms. Virginia F. Yabes is responsible for the company's financial management. Under her leadership as the financial officer, Ms. Yabes ensures and maintains stable financial health of the I-View Market Research Group.

As professional, Ms. Yabes has dedicated most of her professional career in banking and finance. She spent decades of her professional life working for the banking industry. Her expertise includes but not limited to loan generation, processing, and bank operations.

Having been born and raised in the northern part of the Philippines, Ms. Yabes is fluent in the Ilocano dialect. She is also proficient in both English and Tagalog languages. Ms. Yabes is very active in the community most especially in her church, where she enjoys teaching Sunday school.



Ma. Avon A. Mananquil
Research Director

As Research Director, Ms. Ma. Avon A. Mananquil, has been the sparkplug of the company's research operations. On a daily basis, she interfaces with staff and clients alike. Ms. Mananquil's management skills and abilities have been very instrumental in the company's success in delivering accurate, reliable, timely and actionable data and information to the company's partners. Under her leadership, Ms. Mananquil also developed the in-house field and data processing complement of the company to assure the credibility and reliability of

its research data.

Market research has been Ms. Mananquil's professional career. She has been very fortunate to have the opportunity to work for a domestic as well as multi-national corporation in the field of market research. Prior to joining I-View, Ms. Mananquil was a Research Analyst for Philam Plans, Inc., and before that she was a Research and Account Executive with Caballero Worldwide Partners where she also gained extensive experience in advertising planning and implementation.

Ms. Mananquil is a 1999 graduate of the country's premier state university, the University of the Philippines in Diliman, Quezon City, holding a Bachelor of Arts degree in Communication Research. She is very proficient in all the Microsoft products, SPSS, Statsoft, Statistica, Minitab and SAS.

Her organizational affiliations include UP Repertory, Alpha Phi Omega (APO) Sorority and the Red Cross.

Ms. Mananquil is married to Ryan, and they have a beautiful daughter, Hannah.



Aileen Samano
Manager
Business Development

Ms. Aileen Samano has a wide range of experience that includes both the public and private sectors. Ms. Samano has served as a senior staff at the executive branch of the Municipality of Baler, in the province of Aurora. Ms. Samano's professional career in the private sector includes working for several major corporations, such as F.B. Consumer Research Services, Global Business Consulting Inc. and American Trust Professional Services to name a few.

As the Business Development Manager of I-View Market Research Group, Ms. Samano is committed to expanding and cultivating the reach of I-View Market Research Group in the formulation of more partnerships with new clients. She has successfully forged partnerships with various off-shore companies in need of local support to implement their research studies.

Ms. Samano is also a product of the most prestigious University of the Philippines, Diliman, Quezon City with a Bachelor of Arts degree in Communication Research. Her organizational affiliations include Communication Research Society and Amnesty International.

Ms. Samano is the doting mother of AJ and Lala, 9 and 4 years old respectively.



Jennibeth P. Pamorca
Manager
Field Services

Ms. Jennibeth Pamorca's loyalty to I-View Market Research Group is praiseworthy. She holds the longest employment seniority in the company. Her leadership skills significantly contributed to the current success of I-View Market Research Group in forging a partnership with one of the country's top 50 corporations.

As Manager of the Field Services, she is responsible for all field works of the company. She is responsible for proper field implementation of all projects under her control. She works in concert with the account services to ensure that the goals and objectives of the projects are achieved accurately and timely. She has demonstrated her skills in finding ways to complete the projects assigned to her with great accuracy.

Ms. Pamorca has an extensive experience in market research. Prior to joining I-View, Ms. Pamorca has done research work for companies such as Social Weather Station (SWS), AGL Marketing Research, and Philippine National Bank to name a few. Her past experience coupled with her time with I-View Market Research Group make her a valuable member of the company's executive team.

Ms. Pamorca holds a Bachelor of Science degree in Business Management from the Siliman University, one of the leading educational institutions in the southern part of the Philippines. In addition to English and Tagalog languages, she is fluent in many Visayan dialects.

A very independent person, Ms Pamorca lives in Pasig City by herself.



Jeremy Q. Cochon
Manager
Account Services

Mr. Jeremy Q. Cochon sits with I-View's executive team as an Account Manager. Although he is new to his current position, Mr. Cochon is no stranger to market research and I-View Market Research Group. While he was still in college, this enterprising young student was doing freelance transcriptions for the company.

As a self-starter college student, Mr. Cochon has acquired a wide range of experience writing scripts for a daily primetime television program. And prior to completely finishing his college education, he has landed a job as a Copywriter and Account Executive with one of the country's most celebrated ad men, Roberto Caballero. It is with Caballero Worldwide Partners where he honed his craft, writing everything from television commercials, press releases, web copy, and even organizing, directing and writing scripts for events.

Mr. Cochon graduated from Centro Escolar University with two degrees, one in Mass Communication, and the other in Secondary Education. This young professional doer recently passed the Licensure Examination for Teachers in his first try, forgoing formal review classes and settling with informal self study with a handful of college friends. Today, Mr. Cochon is a licensed professional teacher.

Teaching will have to wait, however, because his post is with I-View Market Research Group, where the sum totality of everything he has learned in writing for television, advertising, and education will be put to good use.

Not bad for someone who started out as a freelance transcriptionist.



Ms. April Aura A. Balaoro
Supervisor
Data Processing & Quality Control

Ms. April Aura A. Balaoro, fondly called "Ara". Her contribution to the success of the company is her unquestionable commitment, professionalism and dedication to her work. She is equipped with admirable work ethic that is seldom seen in professionals her age.

This work ethic and dedication propelled her into the position she currently holds as supervisor for Data Processing and Quality Control.

Ms. Balaoro's leadership helped launched I-View Market Research Group first nationwide quarterly mystery shopping study for the more than 300 Seven Eleven stores in the Philippines. She was also instrumental in successfully conducting the ongoing advertising tracking studies of the company. She has proven to be a workhorse of the company.

Ms. Balaoro is a graduate in the Philippine School of Business Administration. She holds a degree of Bachelor of Science in Business Administration, majoring in Management. She is highly skilled in most computer applications, most specially SPSS and Microsoft Office.

She is currently residing in Angono, Rizal with her family.



Ms. Janeth Pascual
Manager
Sensory Group

As a Supervisor of the Sensory Group, Ms. Janeth Pascual has the wide range of responsibilities. Her primary charged is to conduct regular central location test nationwide. In addition to the regular central location tests, she also implements special projects which often requested by the clients/partners. Her attention to details made her a very valuable member of I-View Market Research Group. Ms. Pascual is experience in both field research and data processing.

Prior to joining I-View Market Research Group, Ms. Pascual gained experience in market research from Social Weather Stations (SWS), FRAMES, and Commission on Election (COMELEC). Ms. Pascual is profecient in most of the computer applications such as SPSS and Microsoft Office.

As a college student, Ms. Pascual excelled in her studies making her a consistent top 10 student-lists. She was also a Dean's Lister. Ms. Pascual is a proud holder of a Bachelor of Arts degree in Political Science from Mindanao State University. She is a member of the Mindanao State University Alumni Association.

Ms. Pascual is currently residing in Bulacan with her family.

Our Products and Services

I-View is committed to building effective partnership with its clients by delivering services that are tailored and customized to their individual needs. The company specializes in:

- Data Collection
- Focus Groups

- Mystery Shopping
- One-On-One Interviews
- Research Design
 - Questionnaire Development
 - Demographic Configuration
- Data Processing:
 - Data tabulation
 - Statistical Analysis
- Report Writing and Graphical Display

I-View delivers competitive advantage to its partners by providing them with well-tailored, reliable, timely, cost efficient and actionable data for the decision-makers.

Qualitative Studies

- Focus Group Discussions
- In-Depth Interviews

Quantitative Studies

- Usage, Attitude and Image (UAI) Study
- Central Location/Product Usage Test
- Ad tracking Study
- Mystery Shopping
- Customer Satisfaction Survey
- Concept Test
- Name and Logo Test
- Packaging Test
- Ad/PR evaluation
- Pricing and Store Checks
- Media habits and lifestyle research

Research Packages/Programs

- **I-Central** (Central Location/Product Usage Test)
- **I-Eval** (Customer Satisfaction Survey)
- **I-Check** (Mystery Shopping Study)
- **I-Mind** (Ad Tracking Study)
- **I-Click** (Online Survey)
- **I-Peek** (Ethnographic Study)

Additional Services

- Marketing/ Business Consultancy
 - Strategic Marketing Planning

- Creative Strategy
- Media Strategy
- Brand Development
- Research
- Packaging Strategy
- Visual Merchandising

Qualitative Analytical Strategies

- Axial Coding

Statistical Analytical Strategies

- SPSS 12.0
- Statistica 6.0

Our Clients

I-View helps clients understand their markets by giving them the independent view and voice of their consumers. In doing so, I-View helps clients keep their customers satisfied by improving on their services and delivering products that are optimally aligned with consumer preference.

Our Local Partners

We have existing long term contracts with the following local partners:



Monde Nissin Corp. is considered as one of the Philippines' leading food manufacturer and is currently carving its niche as one of the most competitive players in the global industry. From its first biscuit, Monde Nissin Corporation has evolved into a premier food company which has been among the Philippines' top 100 companies since year 2000. Monde Nissin brand names include Nissin, Monde, Sky Flakes, Fita amongst others for the biscuits category, and Lucky Me! and Pista for the noodles category.¹

I-View, Inc. has been a proud partner in Monde Nissin's product development for seven years now. I-View, Inc. holds a long-term contract with Monde-Nissin for the implementation of all the company's wide-scale taste tests including other special projects.

¹ www.mondenissin.com

Apart from this, I-View, Inc. is also regularly commissioned ad hoc projects including advertising tracking studies for Monde Nissin's biscuit and noodle brands, Sumo Wafer Stick, Sumo Hoops and Lucky Me!.



Philippine Seven Corporation is the proprietor of 7-Eleven®, the leading convenience store chain in the Philippines for over 25 years. With the reputation of being the first 24 hours convenience store, the 7-Eleven® chain of stores has continually grown from 195 at the end of 2003 to 253 operating stores today while still growing.²

For the second year now, I-View, Inc. has been the partner of Philippine Seven Corporation in assuring the quality of the products and services that each one of their stores offers through its Mystery Shopping program.



Global Dairy Connections is the local distribution and marketing arm of the global brand, and the leading one among dairy products, Dutch Mill.

As a marketing evaluation tool, I-View, Inc. conducts a regular advertising tracking study for the brand.



The **Bistro Group of Companies** is among the established operators of branded casual dining restaurants in the Philippines. As a Company, it based its successful operations on the basic philosophy of: Cold Beer, Hot Food, Good Value and Great Service.

For more than two years now, I-View, Inc. has been conducting both data processing and analysis of the brand's Customer Satisfaction Survey including presentation of results done on a monthly basis.

² www.7-eleven.com.ph

Our International Partners



Prize Home Development is a Singapore-based company. With the objective of understanding the lifestyle preferences of Filipinos, I-View, Inc. was commissioned by PHD to conduct a Consumer Lifestyle and Habits Quantitative Study.



The **Center for Knowledge Societies (CKS Consulting Pvt. Ltd.)** is a design and innovation consultancy headquartered in Bangalore, India which conceptualizes and develops products and services that harness the new possibilities of media, communications and technology, especially in emerging economies. With research experience in Brazil, China, India, Indonesia, Vietnam, Bangladesh, Philippines, South Africa, Egypt and Kenya, **CKS** compares and synthesizes findings from diverse cultural contexts.³

As its local partner in the Philippines, I-View conducted a Rural Marketing Strategies Study through a series of In-Depth telephone interviews of Marketing Managers from companies of various industries whose rural marketing has proven successful.



With the mission to research and analyze new market opportunities for corporate growth, **Frost and Sullivan** is the world leader in growth consulting and the integrated areas of technology research, market research, economic research, corporate best practices, training, customer research, competitive intelligence and corporate strategy. It has 31 global offices with more than 1700 industry consultants, market research analysts, technology analysts and economists.⁴

For Frost & Sullivan, I-View, Inc. conducted a concept test through both Qualitative (FGD) and Quantitative (UAI) methodologies.



Currently in the preliminary stages of partnership, **Connecting Insights Consultants** based in Singapore and I-View, Inc. have just concluded a qualitative skin care study and B2B quantitative study for IBM. Other RFQs from this partner are continuously being sent.

³ http://en.wikipedia.org/wiki/Center_for_Knowledge_Societies#Publications_.26_Projects

⁴ www.frost.com/prod/servlet/company-info.pag



Also in the preliminary stages of partnership, **Kadence Asia Pacific** is a global research agency that specialises in business research and market analysis. Founded in 1985, Kadence has offices in Boston, London, Delhi, Kuala Lumpur, Singapore, Jakarta and Hong Kong, forming a seamless research network with global reach.⁵



Aha! Research (Hong Kong) is a full service market research solutions provider with a complete range of online data collection applications and services. Through qualified online panels, state-of-the-art web-based survey capabilities and other interactive applications, they deliver superior quality consumer insights that meet your marketing needs.⁶

For **Aha! Research**, I-View, Inc. conducted an online survey for *The Wall Street Journal*.



Asia Insight is one of Asia's leading independent full-service market research consultancies. Committed to delivering insights that inspire; they conduct customized research across 14 Asian countries daily, as well as numerous global studies across continents.⁷

Collaboration with this partner has satisfied the requirements of **Hershey's** for a qualitative concept test.



Boston Analytics is a Boston, MA based knowledge services company. They provide fully customized knowledge services tailored to meet the client's requirement. They serve clients in various sectors including - Healthcare Companies, Financial Institutions, Consulting Firms and Manufacturing Firms.



A leading player in mobile communications in the Asia Pacific, **Nokia** first started operations in the region in the early 1980s. It has since established a leading brand presence in many local markets, and business has expanded considerably in all areas to support customer needs and the growth of the telecommunications industry in the region.⁸ Retail Census is currently being conducted for this partner.

⁵ <http://www.kadence.com/>

⁶ <http://www.aharesearch.com/>

⁷ <http://www.asiainsight.com/>

Our Ad Hoc Clients and Services Rendered (Listed by Industry)

Banking and Finance (Pre-need)

1. Hongkong Shanghai Banking Corp.
 - a. Pre-advertising (TVC) test
 - b. Customer Survey
 - c. Mystery Shopping
 - d. Promo Concept Testing
 - e. Telephone Survey
2. Sunlife Financial
 - a. Brand Review: UAI
3. Family First, Inc.
 - a. Brand Review: UAI
4. Philam Plans
 - a. Concept Test
 - b. Post-advertising test

Shoes & Jewelleries

1. Via Venetto (Shoes)
 - a. Product Evaluation: FGD
2. Michelis Silver Jewelry (Jewelry)
 - a. Product Evaluation: FGD and in-depth interviews

Specialty Products

1. Puyat Flooring Products, Inc. (Flooring)
 - a. Product Evaluation: FGD
2. Personal Collection (Detergents)
 - a. Brand Evaluation: FGD
3. Jobstreet.com (On-line Job Search)
 - a. Brand Evaluation: FGD
4. Mama Sita's (Mixes and Sauces)
 - a. Product Test: FGD
5. Givaudan (Scents and Flavors)
 - a. Product Taste Test: CLT
 - b. Product Concept Test: FGD
6. Pilipinas Teleserv Inc.
 - a. Unguided Mystery Shopping
7. Assessment Analytics Inc. (Online Assessment Tool)
 - a. Quantitative: Face-to-Face
8. Zenith Optimedia (Software)
 - a. Desk Research Nationwide

Drugs and Pharmaceuticals

1. Green Cross (Rubbing Alcohol)
 - a. Post-advertising test: FGD
 - b. Concept test: CLT and FGD
 - c. Concept test: CLT and FGD

⁸ <http://www.nokia.com.sg/about-nokia/company>

2. Sanofi Aventis (Feminine Hygiene)
 - a. Intercept Interview
3. DKT Phils (Trust Contraceptives Products)
 - a. Market Segmentation Study: UAI
 - b. Trade Study
4. Sante' International
 - a. Home Usage Test

Drinks and Beverages

1. Allied Domecq (Wine and Liquor)
 - a. Product Test: FGD
2. Zesto (Juice)
 - a. Brand Review: FGD and UAI

Media and Advertising

1. World Impact Communications (Ad Agency)
 - a. Product Test
2. Workshop One (Ad Agency)
 - a. Concept Test: FGD and UAI
3. Big Top Production/Praxi, Inc.
 - a. Product Taste Test: CLT
 - b. Product Concept Test: FGD
4. Young and Rubicam
 - a. Concept Test: FGDs
5. Caballero Worldwide Partners
 - a. Market Segmentation Study for Noodles: UAIs
 - b. Concept and Product Test: FGDs
 - c. Advertising Tests
6. Carat Phils.
 - a. Brand review: UAIs
7. Philippine Daily Inquirer
 - a. Section reviews: FGDs
 - b. Distribution audit
8. Catalytx Advertising, Inc.
 - a. Quantitative Brand Evaluation

Hospitality

1. Victoria Court
 - a. Mystery Shopping

Dining

1. La Panday Group of Companies (Pancake House, Teriyaki Boy, Dencio's)
 - a. Brand Review: FGD and UAI
 - b. Brand Evaluation: FGD

Shopping and Convenience Stores

1. Ministop
 - a. Product Test: CLT
2. Ever Gotesco Malls
 - a. Mystery Shopping

3. Ayala Malls
 - a. Guided Mystery Shopping
 - b. Unguided Mystery Shopping

Transportation and Car Sales

1. Cebu Pacific
 - a. In-Flight Survey
2. South East Asian Airline (SEAIR)
 - a. Brand Review: UAI
3. Ford
 - a. Concept test: Quantitative
 - b. Comparative product testing

Real Estate

1. Eastwood Property Holdings
 - a. Mystery Shopping

Our Edge

- ❖ **Cost efficient**
 - Compared to multi-national research companies here in the Philippines, you will get better value for your investment with the same quality of output
- ❖ **In-House Field Implement and In-house Data Processing Department**
 - Field researchers and encoders working exclusively for I-View
 - Does not sub-contract field work and data processing, thus quality control is guaranteed
 - Continuously undergo training not just on skills needed for field work and data processing, but also regarding market research and marketing as a whole
 - Young, career-driven, and eager to learn due to potential growth/promotion within the company
- ❖ **Long term partnership with existing clients**
 - Indicative of the quality of our output and client servicing
- ❖ **Extensive experience in various industries but most pertinently with media/advertising industry/client-side**
 - Agency knows the need and use of research from the client's perspective
- ❖ **Faster response time**
 - Being a lean organization with a comparatively flat administrative structure, Agency boasts of faster turnaround time in administrative and executive procedures/decision making.

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