

Careers at Cimigo

Cimigo 

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What do we do at Cimigo?

As a Market Research Consultancy we help organisations achieve their business objectives: we....

- Identify opportunities & threats
- Measure behaviour & attitudes
- Benchmark effectiveness
- Investigate what customers want
- Determine how much they are willing to spend
- Reduce business risk
- Eliminate intuition and guess work

**Market
Researchers
are marketing
detectives**



Typical questions clients ask a market researcher

How is my brand performing?

What do customers think of my brand?

How satisfied are my customers?

How much shall I price my product?

How loyal are my customers?

Who buys my brand and why?

Who buys my competitor's brand and why?

I have an idea for a new service; will people like it?

Will people buy my new product?

Which category is growing fastest?

How can I sell more?



Market Research Services

Research projects to address clients' business issues

Market tracking

Product optimization

Brand equity

Customer satisfaction

Customer loyalty studies

Motivational research

Market scoping & segmentation

Concept testing

New product development

Brand positioning



**The ultimate aim of
Market Research is
to help brands &
businesses improve
their performance.**

Why choose a career in Market Research?

What can you expect?



Variety on a daily basis

Types of industry areas:

Travel & Tourism

Banking

Sport

Healthcare

Shopping

Alcohol

Food and Beverage

Technology

Automotive

Cosmetics

Transport

Government

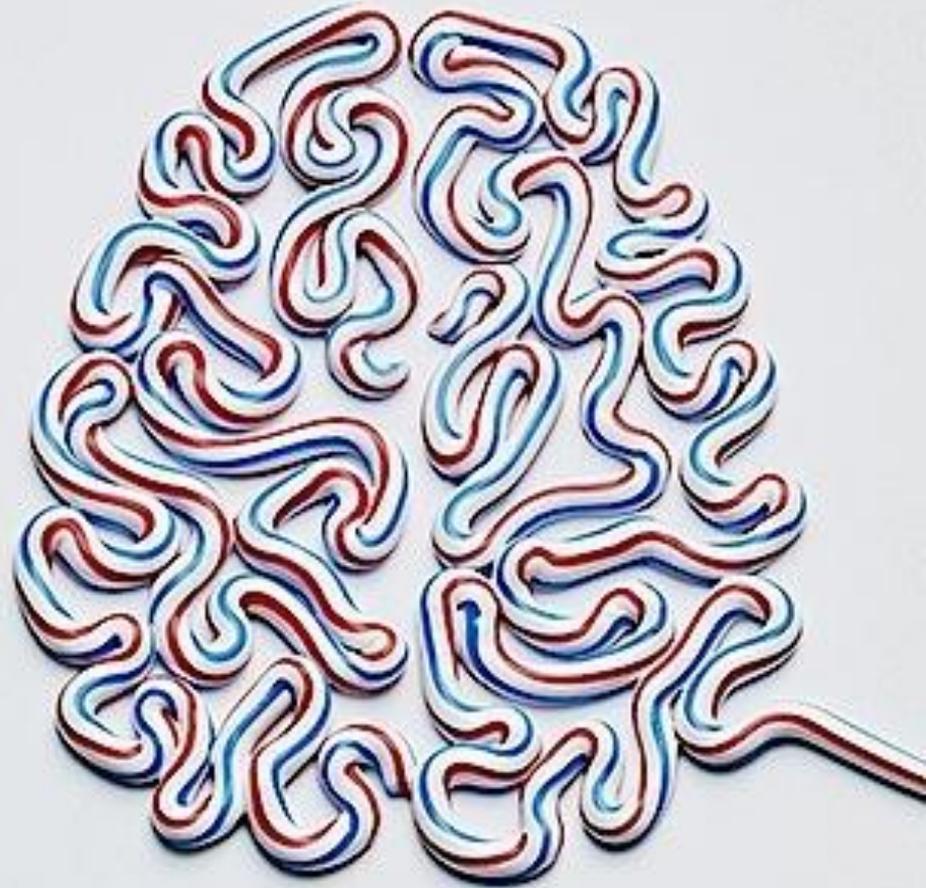
And many, many more...

**Work on the marketing
strategies for global
brand names**



Using your brain to analyse data, draw conclusions & make recommendations.

Opportunity to investigate why people behave in certain ways.



**Providing business
and marketing
recommendations
that people listen
to, watch and act
upon.**



A rewarding and structured career path

Is market research the career for you?





Have you ever....

Tried guessing the occupation of the people around you on the train or bus?



Have you ever....

Looked into the shopping basket of someone in the supermarket and wondered about their life?



Have you ever....

Asked yourself why the Toblerone
chocolate bar is shaped like a prism?



Have you ever....

Considered if donuts have to be round?

Have you ever....



Been tempted to guess the life stories of the diners at other tables in a restaurant?

Have you ever....

Passed through an airport and wondered
where your fellow passengers are travelling to
and why?



Is market research the career for you?

If you answered yes to any of these questions, you should consider a career in market research!



You will probably get to ask all these questions... and find out the answers!

The Future for Careers in Market Research

- Market researchers figure out what drives people to buy anything and everything. Market research jobs are interesting and rewarding. With ever-improving and growing volumes of data this profession has a bright future.
- Jobs in market research require understanding of both culture and markets, plus knowledge of quantitative and qualitative methods. Market research is one of the most interesting, highest growth occupational categories available today.

The world needs more Market Researchers

“The ability to take data—to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it—that’s going to be a hugely important skill in the next decades.”

Hal Varian, Chief Economist for Google

The employment of Market Research Analysts in the USA is projected to grow 19% from 2014-2024 according to the Bureau of Labor Statistics, which is much faster than the average US growth rate of 7%.

We anticipate the increasing need for Market Research Analysts will be global.

Market Research Analyst was #1 on the US News & World Report ranks of “Best Business Jobs” (2015) and Statistician is #1 in 2016.

So what type of jobs are available in Market Research?



The Types of Jobs Available in Market Research



People, Skills & Degrees Needed in Market Research

- Marketing, Business Studies, Social Sciences, Statistics and Psychology degrees.
- Who enjoy analysing data and drawing conclusions.
- Who are inquisitive and like thinking about why people behave in certain ways.
- Want a career where they can use their brain.
- Are good at communicating.
- Want to be able to make business and marketing recommendations in relation to global brand names.
- Want a rewarding and structured career path.

Market Research Consultant Career Paths

Head of Research

Director

Associate Director or
Projects Director

Research Manager

Senior Research Executive
or Senior Consultant

Research Executive or
Consultant

Research Assistant or
Assistant Consultant

Training Available



- Curriculum of in-house training programmes.
- Mentoring & coaching by experienced senior staff.
- Optional courses and certification available through Market Research Society organisations and further education colleges.

Hear from former students who are now Market Research Professionals



“By *understanding* consumer behavior and preference, companies know how to develop or adjust their marketing strategies to **best fit their consumer** groups.”

“Marketing research is very *important* as it is one of the best ways to **help the market improve.**”

“As a Researcher, I work on **different projects** for different companies in different industries in different aspects. *Every day is different.*”

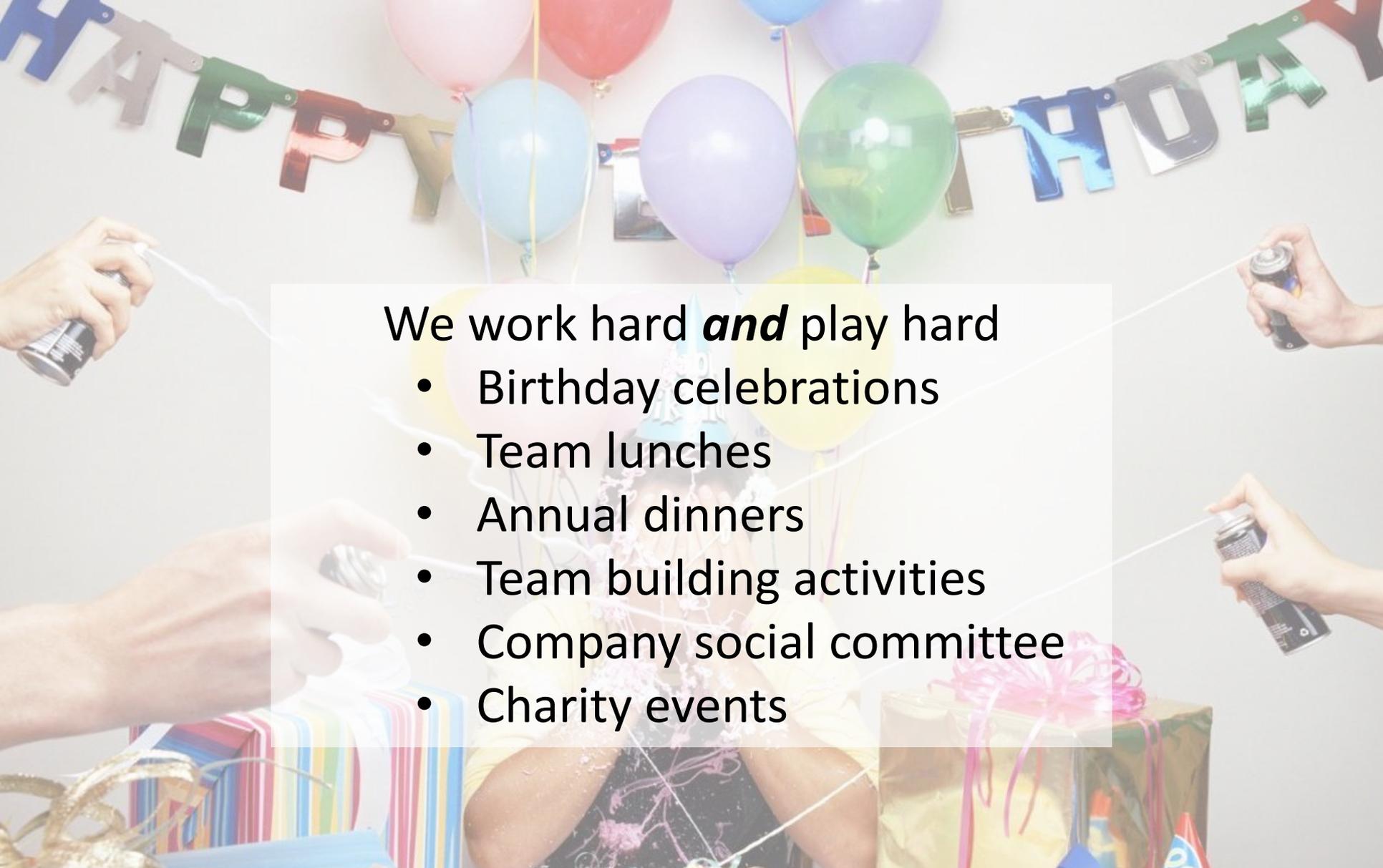
“Seeing a product in the supermarket and knowing I helped with its **design and launch** is very *rewarding and satisfying*”

“I am able to apply the **statistics and math skills** I learned at university and *solve problems* for global brand names.”

“Topics of market research are much more *interesting* and it is all about **human behaviour in daily life**, which is very close to us.”

“As a marketing graduate, I believe market research work has a very **scientific aspect**. Market research, requires *knowledge* and this makes me feel comfortable in work.”





We work hard *and* play hard

- Birthday celebrations
- Team lunches
- Annual dinners
- Team building activities
- Company social committee
- Charity events

Recruitment Process

1

- Submit your c.v. and cover letter to Cimigo.

2

- Invitation to information interview with HR.
- You may also be asked to sit a written assessment test.

3

- In-depth face-to-face interview with senior leader(s) of the hiring department.

4

- Job offer

A sign on a wall with vertical blinds, featuring the Cimigo logo and name in a stylized font.

Cimigo

**We look forward
to meeting you**

The Cimigo logo, consisting of the word "Cimigo" in a blue sans-serif font followed by a stylized eye icon in blue and green.

Cimigo