



**B2C Omnibus
Brazil South
April – May, 2009**





1. Methodology

There are 350 B2C interviews in the city of Florianópolis, in the State of Santa Catarina, South of Brazil. 250 of these will take place in the island and 100 in the continent. This is a representative sample of the city with 95% of confidence level and confidence interval of 5%. Interviews are face to face, via intercept in downtown. There will be gender and age quotas (from 18 to 59 years old).

2. Schedule

There will be 3 waves in 2009:

- April -May/ 2009
- July – August/2009
- November – December/2009

3. Costs

USD 1.800,00

(per wave; includes up to 5 closed-end questions)

4. Who we are

AG3 Consulting is an independent Marketing Research and Competitive Intelligence company located in Florianópolis covering Latin America..

National and International Filiations:



ABEP – Associação Brasileira de Empresas de Pesquisa
(Brazilian Association of Marketing Research Companies)



ABRAIC – Associação Brasileira de Analistas de Inteligência Competitiva
(Brazilian Association of Competitive Intelligence Analysts)



SCIP – Society of Competitive Intelligence Professionals



AMA – American Marketing Association



IBCO – Instituto Brasileiro de Consultores de Organização
(Brazilian Institute of Management Consultants)

Omnibus Brazil South

AG3 Consulting

www.ag3consulting.com.br



5. Some Clients

Regional (SC)



TIM Sul

National



TIM Brasil

IBOPE

International



Worldwide Marketing Research Institutes and Consultings



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