

MARECO INDEX BOSNIA - MIB D.O.O.

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Mareco Index Bosnia je vodeća bosanskohercegovačka firma za istraživanje javnog mnijenja, tržišta i medija. Firma je članica najuglednijih istraživačkih asocijacija (GALLUP International Association, ESOMAR, WAPOR) i jedne od najvećih svjetskih istraživačkih kuća TAYLOR NELSON SOFRES (TNS). Kroz regionalnu mrežu MIB može da organizuje i koordinira istraživanja javnog mnijenja, tržišta i medija u Srbiji, Crnoj Gori, Kosovu, Makedoniji, Hrvatskoj, Sloveniji, Bugarskoj, Rumuniji, Albaniji, Mađarskoj, Turskoj, Poljskoj, Slovačkoj i Češkoj, a kroz mrežu Gallup International-a i TNS-a istraživanja mogu biti sprovedena gotovo u svakoj državi u svijetu.

MIB timovi aktivno učestvuju u svim fazama istraživanja sa namjerom postizanja kvaliteta u skladu sa zahtjevima i standardima profesije, te ciljem da svojim klijentima pruže najbolju uslugu i obezbijede pravovremene, tačne i pouzdane podatke.

U MIB-u djeluju tri istraživačka odjela sa visoko obrazovanim i stručno osposobljenim kadrovima. Svaki odjel posjeduje svoj vlastiti prostor koji je namjenski opremljen najsavremenijom opremom.

Odjel za kvantitativna istraživanja pruža ad hoc i kontinuirane usluge kvantitativnih istraživanja javnog mnijenja, tržišta i medija uz primjenu svih metoda istraživanja:

- CATI ad hoc i kontinuirana istraživanja se organizuju i provode u vlastitom CATI centru sa posebno obučenom anketarskom mrežom.
 - Face-to-Face ad hoc istraživanja (anketarska mreža u cijeloj BiH od 140 anketara u koordinaciji sa 12 supervizora)
 - Kontinuirani Face-to-Face OMNIBUS sa jedinstvenim uzorkom od 2900 ispitanika u cijeloj Bosni i Hercegovini.
 - Kontinuirano mjerenje slušanosti radio stanica u BiH metodom dnevnika
 - Kontinuirano mjerenje čitanosti štampanih medija u BiH metodom dnevnika
- MIB kroz svoja kontinuirana kvantitativna istraživanja razvija vlastite proizvode koji su jedini takve vrste u Bosni i Hercegovini:

- BH Market Monitor, publikacija koja se objavljuje od 1996 godine
- B&H politički monitor; istraživanje se sprovodi od 2006 godine
- MIB Pharma - tržište lijekova i imidža farmaceutskih kuća u BiH
- MIB IT.COM - IT tehnologije i telekomunikacije u BiH
- MIB-drive - automobilska industrija
- MIB Advertising Index
- Barometar Nade i Očaja

Odjel za kvalitativna istraživanja pruža usluge kvalitativnih istraživanja javnog mnijenja, tržišta i medija: Fokus grupe, Dubinski intervjui, Mystery Shopper, itd.

Mareco Index Bosnia je vodeći provajder strateškog medijskog obavještanja i jedina istraživačka kuća koja nudi usluge takve vrste u Bosni i Hercegovini (usluge TAM i AdEx).

MIB Media Intelligence analizira medije i reklame kako bi klijenti dekodirali strategije marketinga svojih konkurenata i osmišljavali svoje uspješne kampanje. U skladu sa zahtjevima domaće medijske industrije prate se svi relevantni mediji u Bosni i Hercegovini.

Blisko se sarađuje sa sudionicima svih sektora: reklamiranja, odnosa sa javnošću, agencija za medijsko planiranje, medijskim grupama, oglašivačima. Klijentima se nudi čitav niz usluga, uz licencirane specijalizirane software-e uključujući praćenje potrošnje u reklamiranju, kontrolu media planova, kreativne copy usluge, media clipping, ali i nekoliko vrsta i metoda ad hoc istraživanja koja imaju za cilj praćenje kampanja u toku, kao i praćenje efekata i mjerenje učinaka nakon završenih kampanja na svim medijima uključujući, osim elektronskih, štampanih, outdoor i indoor medije.

Sarađujući sa emiterima, izdavačima, oglašivačima i medijskim agencijama najnovija tehnologija ispitivanja gledanosti dodata je godinama iskustva u medijskoj industriji.

Mareco Index Bosnia ima jasnu misiju koju već godinama uspješno izvršava: uspostaviti zajednički protok informacija koje koriste TV stanice, media planeri i oglašivači za njihovo reklamiranje zasnovano na pouzdanom, nezavisnom i transparentnom sistemu mjerenja gledanosti. TV gledanost se mjeri 24 sata na dan sedam dana u sedmici.

MIB je počeo sa istraživanjem gledanosti TV Stanica u 1998. godini, isprva metodom "dnevnika", a od 2006. godine mjerenje TV gledanosti se obavlja po najsavremenijoj registrovanoj metodi, elektronski, putem uređaja PeopleMeter.

Klijenti MIB su vodeće bosanskohercegovačke TV stanice (javni emiteri i komercijalne TV stanice) i marketinške agencije. Od 01.01.2013. godine u Bosni i Hercegovini počinje mjerenje gledanosti TV stanica sa najsavremenijom digitalnom opremom i sistemom mjerenja.

Mareco Index Bosnia is the leading company in Bosnia and Herzegovina for the public opinion, market and media research. The company is a member of most prominent research associations (GALLUP International Association, ESOMAR, WAPOR) and one of the greatest research companies in the world - TAYLOR NELSON SOFRES (TNS). Through its regional network, MIB can organize and coordinate the public opinion, market and media research in Serbia, Montenegro, Kosovo, Macedonia, Croatia, Slovenia, Bulgaria, Romania, Albania, Hungary, Turkey, Poland, Slovakia, and Czech Republic, and through the Gallup International and TNS networks the researches can be conducted in almost every country in the world.

MIB teams actively participate in all research phases intending to achieve high quality in accordance with the requirements and standards of the profession, and in order to provide the top service to its clients and ensure timely, accurate and reliable information.

MIB has three research departments with highly educated and qualified staff. Each department has a separate office space with the state-of-the-art equipment.

Quantity Research Department provides ad hoc and continuous services of quantitative public opinion, market and media research using all research methods:

- CATI ad hoc and continuous researches are organized and conducted in its own CATI center with specially trained survey network.
 - Face-to-Face ad hoc researches (survey network in the entire BiH composed of 140 surveyors in coordination with 12 supervisors)
 - Continuous Face-to-Face OMNIBUS with unique sample of 2900 respondents in the entire Bosnia and Herzegovina.
 - Continuous monitoring of the rating of radio stations in BiH using the diary method
 - Continuous monitoring of readership rating of press in BiH using the diary method.
- Through the continuous quantitative researches, MIB is developing its own products which are the only of the kind in Bosnia and Herzegovina:

- BH Market Monitor, which has been published since 1996
- B&H Political Monitor - a research conducted since 2006
- MIB Pharma - market of pharmaceuticals and image of pharmaceutical companies in BiH
- MIB IT.COM - IT technologies and telecommunications in BiH
- MIB-drive - car industry
- MIB Advertising Index
- Barometer of Hope and Despair.

The Qualitative Research Department provides services of quality researches of public opinion, market and media: Focus Groups, In-depth Interviews, Mystery Shopper, etc.

Mareco Index Bosnia is the leading provider of strategic media information and the only research company providing that type of services in Bosnia and Herzegovina (services TAM and AdEx).

MIB Media Intelligence analyzes media and advertisements, so that the clients could decode marketing strategies of their competitors and design their successful campaigns. Based on the requirements of the domestic media industry, all relevant media in Bosnia and Herzegovina are being monitored. There is a close cooperation with all sectors: advertising, public relations, media planning agency, media groups, advertisers. Clients are offered a whole range of services, with licensed specialized softwares, including monitoring of advertising expenditures, media plan control, creative copy services, media clipping, and a few types and methods of ad hoc researches aimed at the monitoring of ongoing campaigns, as well as monitoring of their effect and impact after the completion of all media campaigns, including outdoor and indoor media, in addition to electronic media and press.

In the cooperation with broadcasters, publishers, advertisers, and media agencies, the latest technology for monitoring viewer rating has been added to the years of experience in the media industry.

Mareco Index Bosnia has a clear mission that has been implemented successfully for years: establish a common flow of information used by TV stations, media planners and advertisers in their advertising, based on a reliable, independent and transparent system of viewer rating measurement. TV viewership is measured 24/7.

MIB started the research of TV stations ratings back in 1998, first using the "diary" method, and

since 2006, the viewer ratings are measured with the latest registered method electronically with PeopleMeter device.

MIB's clients include the leading TV stations (public and commercial TV stations) and marketing agencies in Bosnia and Herzegovina. Since 1 January 2013, the measurement of TV station viewer ratings will be done with the state-of-the-art digital equipment and measurement system.

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PGM je snažan, jednostavan model mjerenja uspješnosti marke, pri kojem je mjerenje usmjereno na individualne osobe - potrošače. Upotrebna vrijednost modela se odražava i u činjenici da već u svijetu postoje imitatori ovog modela. Iz vidika razvoja tržišta PGM je vezivni element između proizvođača, prodavača i potrošača.

Iz perspektive krajnjeg korisnika PGM je alat koji omogućava optimiziranje sredstava za tržišna istraživanja, jer brz pregled tržišta štedi vrijeme i novac. Naručio i kompanija VALICON koriste PGM za: uvid u preferencije potrošača, pregledavanje karakteristika ciljnih segmenata, integrirano praćenje marke i njene diferencijacije, određivanje potencijala na tržištu, razvoj komunikacijske strategije, te uvezivanja svih potrebnih elemenata za upravljanje robnim kategorijama (eng. Category Management). PGM je zaštićena marka kompanije VALICON.

VALICON je tržišno, savjetodavno i istraživačko društvo koje se fokusira na područje jugoistočne Evrope, prije svega na države bivše Jugoslavije. VALICON je specijaliziran za mala tržišta i rješenja prilagođena naručiteljima. Valicon izlazi prema naprednim metodologijama i dosezanju produbljenih uvida u područje djelovanja naručitelja. Uspjesi VALICONA temelje se na partnerskim odnosima sa naručiteljima, regionalnim partnerima, zaposlenima i lokalnim zajednicama.

Osnovna djelatnost VALICONA je savjetovanje

na temelju tržišnih istraživanja, a temelji su u istraživačkoj industriji. Znanja i spretnosti VALICONA sežu u discipline kao što su upravljanje markama, savjetovanje menadžmenta, inovacije, mediji, prognoziranje trendova, internetske (mrežne) strategije i data mining. Ova tržišna i poslovna znanja omogućuju upotrebu bogatih istraživačkih uvida za tržišno savjetovanje naručitelja.

PMG* is a strong and simple model for measuring the achievements of a certain brand by focusing on the individual consumer. The quality and value of this method of research is shown in the fact that there already exist similar models throughout the world.

PGM is the strong connecting element between the producer, the seller and the consumer. From the perspective of the end consumer, PGM is a useful tool that enables optimization of funds and resources for market research, because a quick yet efficient survey of a market saves time and money. VALICON company and its clients use PGM to: analyse consumer preference; overview characteristics of target market segments, follow a brand's success and its differentiation from other brands, determine market potential, develop consumer/producer communication, and lastly to combine all these elements for efficient category management. PGM is a trademark of VALICON company.

VALICON is a market advisory and research company focused on the area of Southeast Europe, primarily the countries of former Yugoslavia. VALICON is specialised for small markets and client-adjusted solutions. VALICON strives towards advanced methodologies and accomplishing better and deeper insight into the client's scope of activity. VALICON successes are based in partnership relations with clients, regional partners, employees and local communities.

The basic scope of activity of VALICON is advising on the basis of market research, while the foundations are in the research industry. Knowledge and skills of VALICON extend into disciplines such as brand management, advising the management, innovations, media, prediction of trends, internet (network) strategies and data mining. This kind of market and business expertise enables the use of ample research insights for the purpose of offering market advice to clients.