



FOR IMMEDIATE RELEASE

## **International market research agency, SKIM, opens new London office**

**Rotterdam (21 March 2013)** - As part of its global expansion plans, SKIM, an international market research agency has opened a new office in London. SKIM is a choice-behavior expert, specializing in solving complex business challenges for multinationals.

The company works with many of the world's leading businesses across a wide variety of sectors, from FMCG (Procter & Gamble, Unilever), consumer electronics (Acer, Philips), healthcare (Pfizer, Bayer Healthcare, Lilly, Merck Serono), to telecoms (Vodafone, T-mobile, Sony Ericsson) and financial. Its clients turn to SKIM's marketing expertise to solve complex business challenges including pricing, portfolio and revenue optimization, communications (claims and semantics), and innovation (from white space analysis to concept development and forecasting).

Karin Lieshout, Managing Director at SKIM explains how the opening of a new London office is the next exciting chapter in the company's growth story. Karin said, "We have ambitious plans for SKIM and London will play a significant role in helping us to achieve our high growth expansion plans that have been driven by our strategy to be close to our customers. For over 30 years, SKIM has been providing cutting-edge market research solutions that help brands seize market opportunity and hedge risks. These tough economic times have presented new challenges to global businesses, particularly around pricing, and SKIM has been at the forefront of navigating brands through this maze with our unique marketing expertise and suite of tools."

She continued, "Debora Corfield, Research Director at SKIM will be heading up our London office. Debora has an enviable track record in both qualitative and quantitative research, and an established reputation and is very much looking forward to driving the market opportunities that London presents."

SKIM has an established reputation in Europe and the USA offering strategic insights, bespoke solutions and advanced market research tools. The company's worldwide market research experts enable SKIM to offer maximum knowledge sharing and collaboration.

As part of its knowledge sharing and to celebrate the opening of SKIM's new London office, the company will be hosting its 4<sup>th</sup> edition of SKIMspiration on 16 April 2013, 4:30 p.m. – 7:00 p.m. The company will be sharing the latest proprietary advances in market research along with expert insights on topics including common myths and truths about pricing, and how brands can help develop winning claims. This is a must-attend event for anybody involved in market research, branding, marketing, strategy and insight.

The new office is located at 1 Beadon Road, Hammersmith, London, W6 0EA.

### About SKIM

SKIM is a dynamic and rapidly growing market research agency, located in Rotterdam, Geneva, London and New York (and opening offices in San Francisco in July 2012). Combining market-specific expertise and knowledge of advanced research methodologies, SKIM is a valued partner for multinational



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companies in consumer packaged goods, healthcare, consumer health, telecommunications, technology and financial services. Leading companies around the globe rely on SKIM researchers for strategic guidance on pricing, communication and new product development. Visit [www.skimgroup.com](http://www.skimgroup.com) for more information.

Note for the editor

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