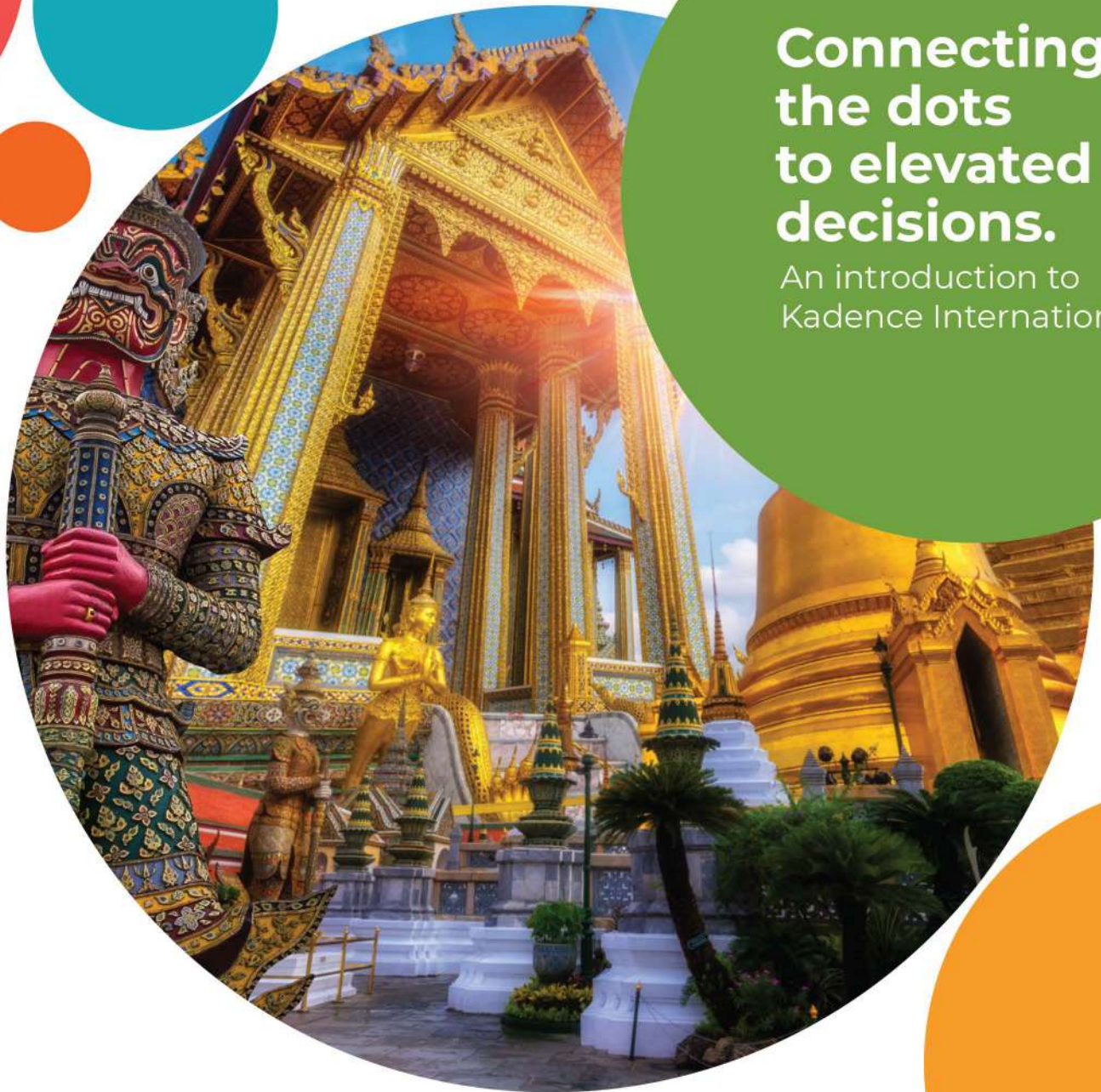


**Connecting
the dots
to elevated
decisions.**

An introduction to
Kadence International



WE ARE
Kadence Thailand.



Contents.


Our Mission **3**

6 Why Kadence?

Our Culture **34**

36 Our Senior
Leadership
team

Our Awards **38**



**We're known
for excelling
when other
agencies
stumble.**

Kadence International is a worldwide market research agency with a distinctly local feel. While our capabilities are global, your experience is radically personal. After all, your customers don't fit in a box and your approach to research shouldn't either.

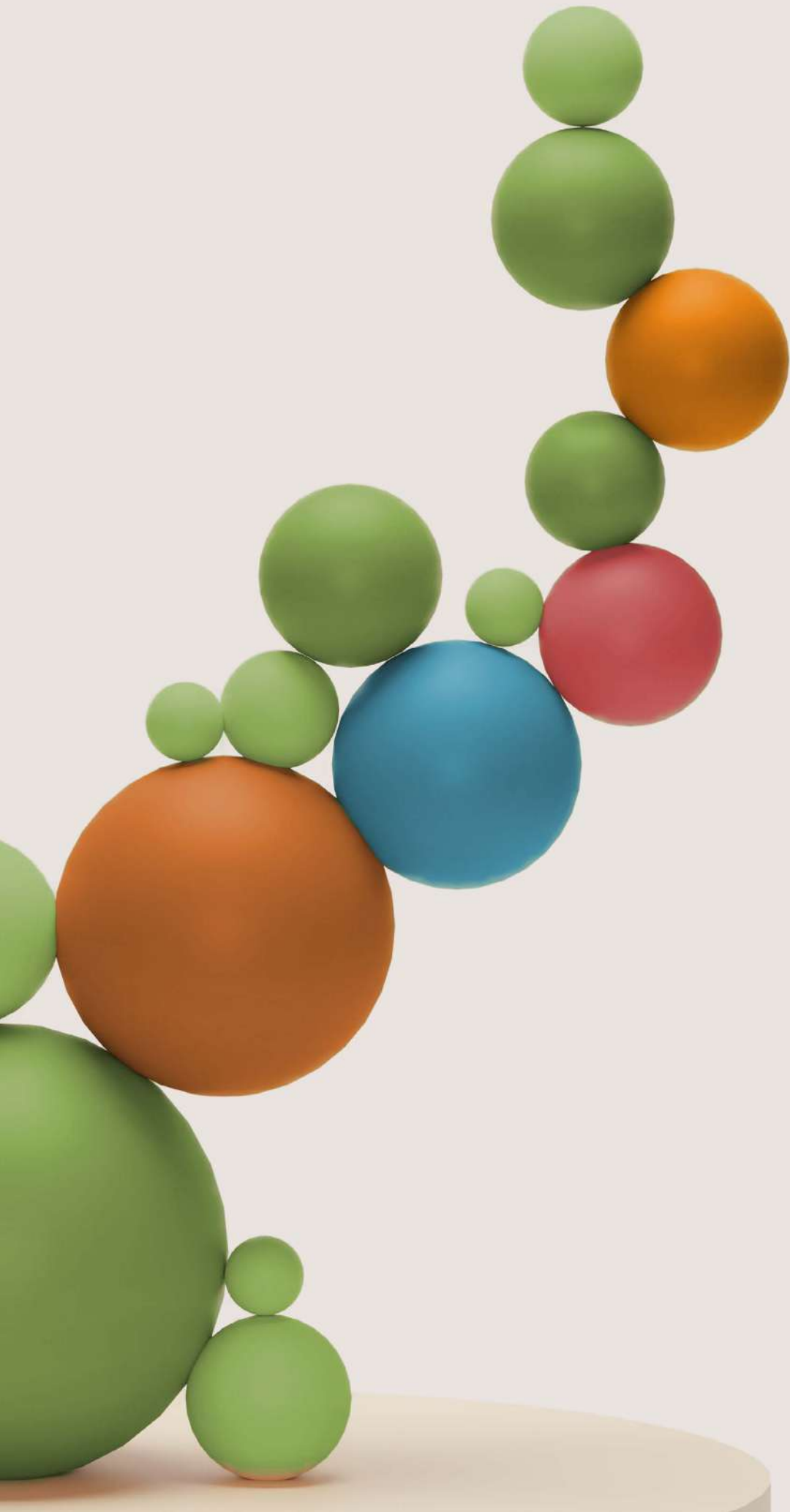
We're known for excelling when other agencies stumble. Have a difficult-to-reach audience?

We've got it. Our experienced team has a way of connecting dots to ensure all voices are heard.

Always keeping an eye on the future, we are adept at marrying traditional methods with the latest modern tools. Let us answer your most challenging questions so you can make elevated decisions. We make the tough look easy.

**Our mission is to
raise the impact
of research – and
we're delivering.**





WHY KADENCE?

**We are
trusted by
the best.**

We love solving complex problems for some of the biggest clients in the world.

We work with the world's most loved brands to help them with their most strategic challenges.



WWF



Microsoft



Google



BROWN-FORMAN



HONDA



Pigeon



SAMSUNG

Bloomberg

Nikon



SUNTORY



UBS

BDMS

Bangkok Dusit Medical Services

SONY

OLYMPUS
FOCUS ON LIFE

DENSO TEN



HSBC



Meta



WHY KADENCE?

We create work that transforms brands.

Our research powers product launches, marketing campaigns, and new business strategies.



Our experience tracking study in the past tended to be lengthy and overwhelming, but Kadence's execution has made it impressively compact while delivering the expected outcome we are looking for."



The application we use for our maintenance activity is great and works very well. Kadence's service is quick and immediate."



We have been working with Kadence Thailand for many years now, and we have always got sound, professional advice from them. They are accountable, and the work is well-facilitated. By providing exceptional services, this unique and impressive team has always been one of the top-ranked suppliers for our company."

WHY KADENCE?

Our global footprint makes us the go-to partner for international research.

Our global footprint makes us the go-to partner for international research.

We perform as an extension of your research and development team, working across Thailand, with access to operational and project management support across the UK, European, Asian, and Americas time zones.

Kadence offers an expert and highly engaged team situated all over the world. We have a network of vetted research and

recruitment partners to support operations in any market.

Thanks to our global network, we have an unrivalled understanding of the cultural nuances needed for any successful international research project.

From navigating local data protection legislation to interpreting research findings through a cultural lens, we've got it covered.



Leverage our global network
and succeed by gaining a
deep understanding of people
in major world markets.



USA
San Francisco
Philadelphia
New York

UK
London

CHINA
Shanghai

INDIA
New Delhi
Mumbai
Bangalore

INDONESIA
Jakarta

JAPAN
Tokyo

PHILIPPINES
Manila

SINGAPORE
Singapore

THAILAND
Bangkok

VIETNAM
Hồ Chí Minh

WHY KADENCE?



Local is our superpower.

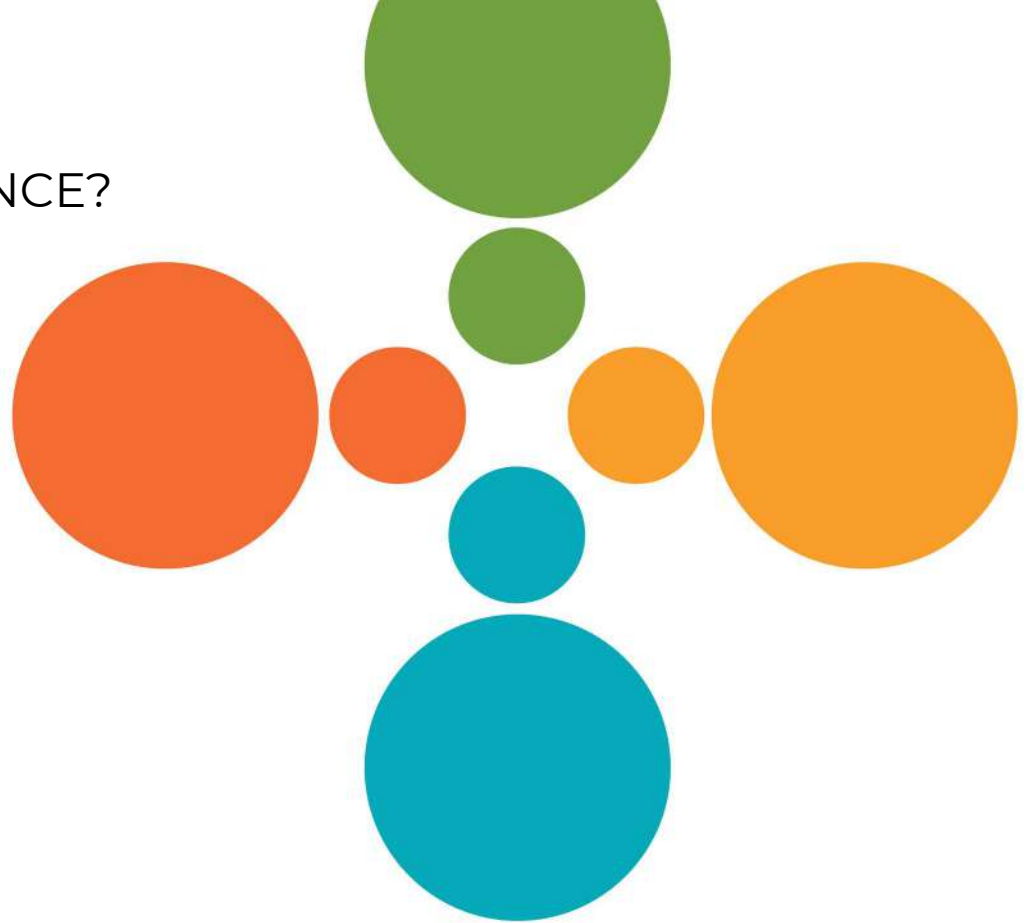


Kadence is a leading market research agency in Thailand.

We partner with brands from across Thailand helping them with their market research needs around the globe.

We know markets and audiences.

WHY KADENCE?



No matter your research needs, we got you.

From qualitative to quantitative, we have a comprehensive approach and suite of services that use best-in-class technology.

We're a trusted partner for many methodologies, supporting clients throughout the project lifecycle.

We work with you every step of the way through planning, exploration, feedback, discovery, and fieldwork, so you have the data and insights to make smarter decisions faster.



WHY KADENCE?

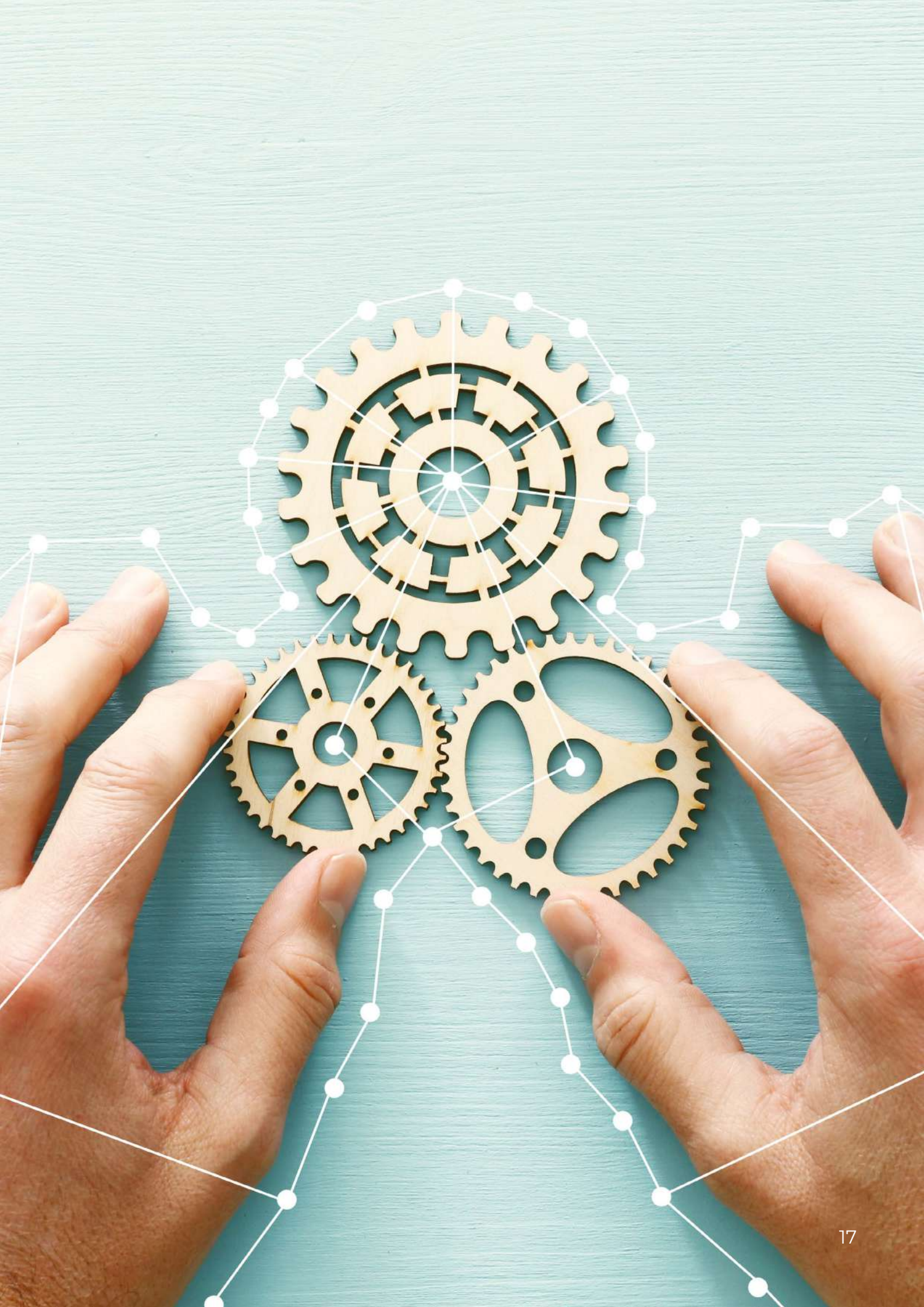
We take quality control and data privacy compliance seriously.



From screening respondents to post data delivery support, we apply the most stringent quality control processes. You can rely on us to look after the smallest details so that you can focus on the bigger picture.

We comply with global data privacy standards (e.g. GDPR in the UK, PDPA in Singapore), as well as ISO standards.

We are also members of the Market Research Society of Singapore (MRSS), the Association for Qualitative Research (AQR), the Market Research Society (MRS), Insights Association, and the European Society for Opinion and Marketing Research Data Security (ESOMAR).



WHY KADENCE?

No audience is too niche.

We track down even the most hard-to-reach B2B and B2C respondents.

We recruit a broad range of participants and diverse study environments: ethnicity, ages, genders, disabilities, income levels, home ownership statuses, home types, settings, and domestic and international locations.

With a long heritage in recruiting hard-to-reach audiences, you can rely on us to build the most targeted sample.

Our focus on finding engaged respondents ensures you receive rich and comprehensive data. Our recruitment units are fully integrated across multiple geographies and platforms.

More than ever, having access to a diverse range of participants will ensure your research outcomes truly reflect your target audience and customers.

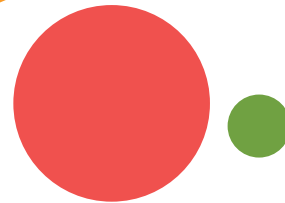
We hunted down truck drivers who have to deliver refrigerated products to the top of the mountain.



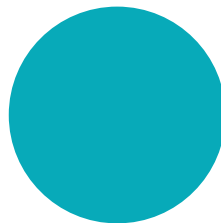
We recruited Durain farmers who export their products to China.



We located patients who had just completed a heart operation.



We found athletes who have a heart rate of 30 bpm.



For a new ear piece study, we recruited people with unique ear shapes and different Body Mass Indexes (BMIs) in Shanghai, China.

WHY KADENCE?



**Your research is
only as good as the
people participating
in your study.**

SOMCHAI

LOCATION: CHIANGMAI
GENDER: MALE
ETHNICITY: CHINESE THAI,
MARRIED WITH TWO
CHILDREN
PROFESSION: ENGINEER
INTERESTS: BRANDY
COLLECTOR



KRITIMA

LOCATION: PHUKET
GENDER: FEMALE
ETHNICITY: THAI,
DIVORCED WITH ONE CHILD
PROFESSION: OWNER OF A
CONSTRUCTION COMPANY
EMPLOYING 500 PEOPLE



NOPPARAT

LOCATION: UDONTHANI
GENDER: MALE
ETHNICITY: CHINESE THAI, SINGLE
PROFESSION: MEDICAL DOCTOR
WANTED TO MOVE AWAY FROM
BANGKOK AND SETTLE IN THE
UPCOUNTRY FOR MEDICAL
WORK



ANONG

LOCATION: BANGKOK
GENDER: MALE
ETHNICITY: THAI,
MARRIED WITH ONE CHILD
MOTORBIKE TAXI DRIVER
USED TO WORK AS A
RESTAURANT MANAGER
PRIOR TO THE PANDEMIC



PATRANYA

LOCATION: NAKORN RATCHASIMA
GENDER: LGBTQ
ETHNICITY: THAI, SINGLE
PROFESSION: ONLINE INFLUENCER
AND PASSIONATE ABOUT FASHION
USED TO BE A SCHOOL TEACHER

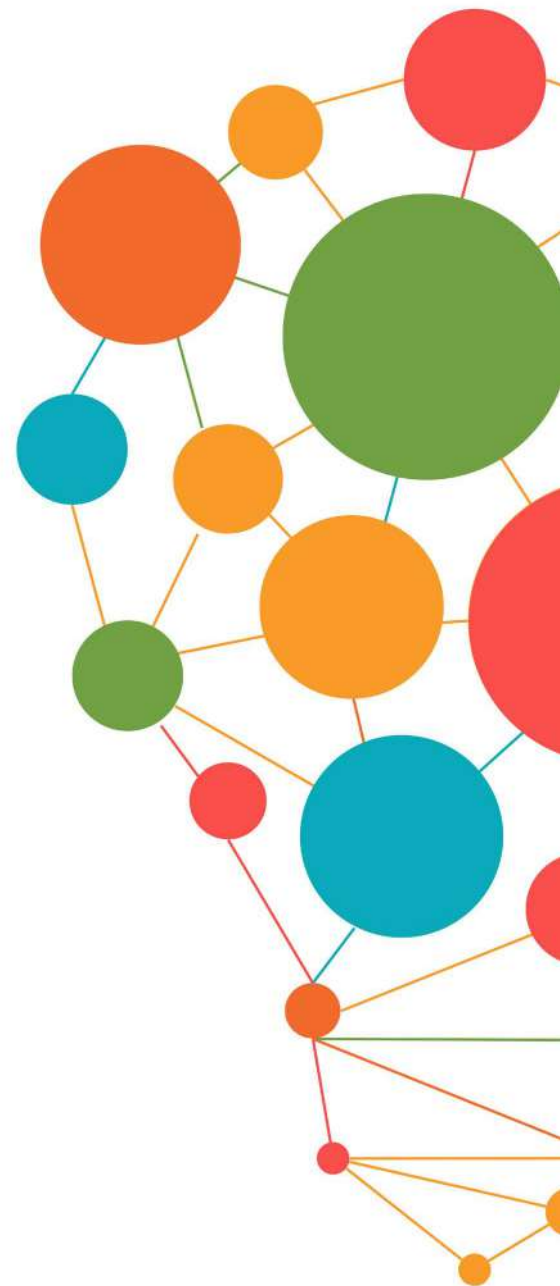


WHY KADENCE?

We act as an extension of your team with a focus on results.

We aim to keep everything in-house, maximising efficient output and ensuring quality control throughout the project.

We focus on what matters to you every step of the way, ensuring effective communication in the final deliverables.



- Feasibility exploration
- Scope of work planning



- Partner vetting and selection
- Costing and quote

- Venue procurement and set-up
- Participant recruitment
- Staffing support



- Fieldwork launch - Data collection
- Schedule and quota management

- Data cleaning and analysis
- Results reporting



WHY KADENCE?

We are adept at marrying traditional methods with the latest modern tools.

We're always looking for the latest and greatest innovations to add to our toolkit. From blockchain technology to optimise, behavioural data, from helping brands utilise the power of Virtual Reality for optimal

new store layouts to harnessing social listening tools to innovate and develop new products, we leverage the best-in-class technologies.

Harness innovative technology to deliver faster & more in-depth insights.



Virtual Reality
to help optimise new store layouts before investing in the build.



Blockchain
technology to encourage consumers to share behavioural data.



Social listening
to find new opportunities for product development.



Augmented Reality
for pack and concept testing.

TRADITIONAL

INNOVATIVE

QUALITATIVE



In-depth Interview (IDI)



Focus group



Online community, mobile diary



Mystery shopping

QUANTITATIVE



Online survey



Telephone interview



Face-to-face survey



Mystery shopping

HI-TECH New technologies identify subconscious behaviours

Video glasses
360° virtual videos
Augmented Reality

MODELLING Consumer choice and preference statistical models

Ideal range analysis
Choice analysis

LONGITUDINAL Consumer attitudes and behaviours over time

Online community
Digital diaries
Passive tracking

INTIMATE Deep-rooted attitudes and expert opinions

Thought leader IDIs
Personalised IDIs

IMMERSIVE Psyche behind behaviours

Ethnographies
Cultural safaris
Semiotics

WHY KADENCE?

We bring together deep insights and great design to raise the impact of research.

We know some stakeholders can be left alienated by endless data sets, numbers, and slides. That's why our in-house design team goes beyond PowerPoint, working with you to find ways of sharing insights in a way that gets your internal audiences to sit up and listen.

By bringing data, observations, patterns, and insights, we create an experience informed by quantitative insights and presented using design best practices to inspire action.

We've designed infographics to bring sales teams closer to their customers. We've mocked up product concepts to bring new ideas to life for innovation teams. We've created ad mock-ups to inspire creatives as they develop data-driven, insight-led campaigns.

We view insights as ideas incorporating multiple lenses—quantitative and qualitative research, big data, goals, and KPIs to inform smart decision-making.

“Quality insights work that is delivered beautifully through infographics style reporting which makes it easy for everyone in my organisation to understand key business issues with clear recommendations and next steps.”

Pigeon

Great design isn't just beautiful; it inspires people to act.



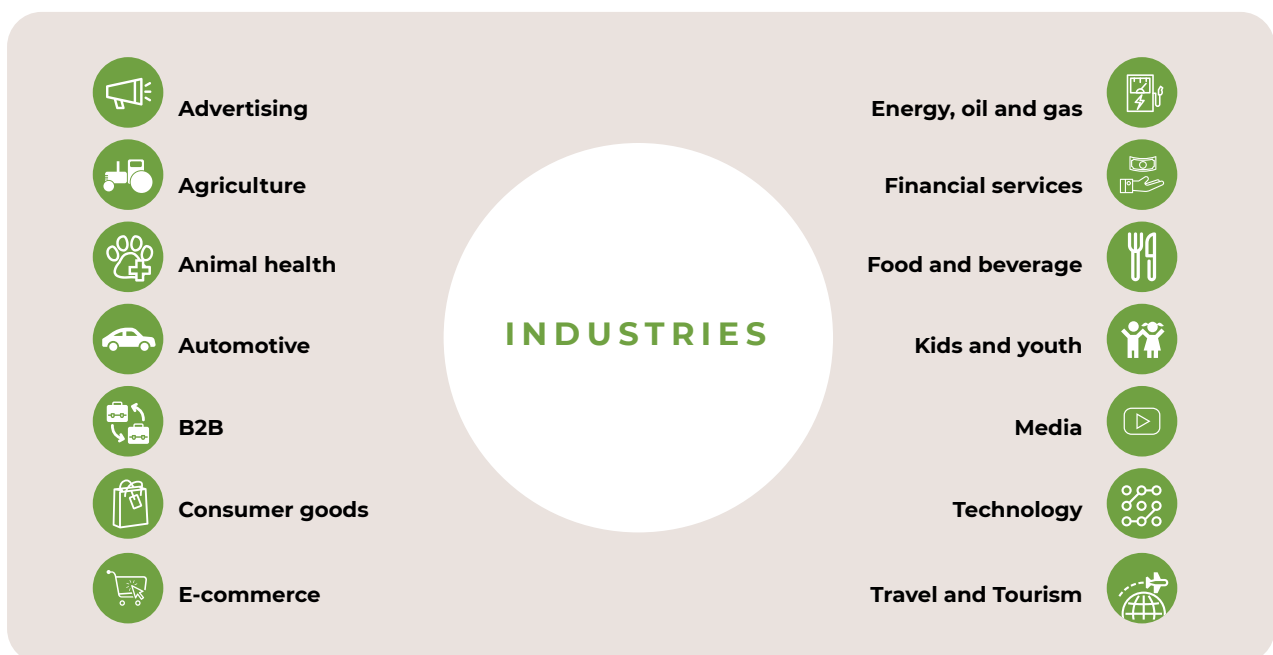
A well-optimised design ensures participants and end-user materials are user-friendly and engaging.

WHY KADENCE?

We make the tough look easy with expertise in a range of industries worldwide.

With over 30 years in the market research field, we serve a range of industries worldwide and provide dedicated solutions based on our deep industry knowledge as we have a breadth of experience solving complex business challenges.

We have extensive experience and a depth of knowledge across a range of sectors.





WHY KADENCE?

Our work doesn't stop at the debrief. We go further, workshopping findings and creating standout creative outputs to turn insight into action.

From concept testing and segmentation research to ad testing and campaign effectiveness, we have your market research needs covered.

We work with the world's leading brands, harnessing research to unlock new ideas, develop future strategies, and power business growth.



Customer and market understanding.

We bring businesses closer to the customers and help them navigate the broader market, so they can future-proof their strategy.

But we don't stop there. We turn this insight into a competitive advantage, workshopping findings with you to inform product and strategy development and to help inspire new marketing messages.

- Market understanding
- Market entry
- Market sizing
- Opportunity identification
- Customer understanding
- Segmentation research
- Usage attitude surveys
- Shopper research
- Customer satisfaction



Brand and advertising research.

We help brands create comms that cut through by understanding the messages which truly resonate with your target audience.

- Brand equity
- Ad testing research
- Campaign effectiveness
- Campaign development



Online and offline fieldwork services.

From focus groups and in-depth interviews to online communities and central location testing, our fieldwork expertise spans multiple methodologies and audience types.

We're a trusted fieldwork partner with top-tier organisations, providing them with the data they need to make smarter decisions.

- Market research recruitment
- Focus groups
- Emerging research methods
- Sensory research
- Neuroscience
- Central location testing
- Online panels and online surveys
- Online communities
- CATI
- Telephone depth interviews
- In-depth interviews
- Expert interviews



Insight Activation.

Our work doesn't stop at the debrief. We go further, workshopping findings and creating standout creative outputs to raise the impact of research and turn insight into action.

- Activation workshops
- Design and data visualisation
- Stakeholder engagement in research



New product development research.

We partner with brands from the outset, helping them generate ideas and shortlist the right concepts to take forward.

Our culture.



Curious

A question unanswered is our favourite type of question.

We relentlessly pursue answers to uncover hidden gems of knowledge.

We help brands discover answers to the who, what, when, where, and why so they can make game-changing decisions.



Dependable

Trust between our agency and our brand partners is at the very core of everything we do.

We are reliable and true to our word.

If we make a promise, we will move mountains to deliver.



Agile

We are adaptive and responsive to your changing research needs.

We understand no research project is ever linear, consumer behaviours are constantly in flux, and your business needs often change.

We are flexible to your changing needs.



Genuine

We communicate and connect on a genuine level.

With a true appreciation and understanding of your wants and needs, we strive to form trustworthy and reliable relationships with our clients and the brands we help.

We want you to be successful and reach your goals, and you will feel it with every interaction between our company and yours.



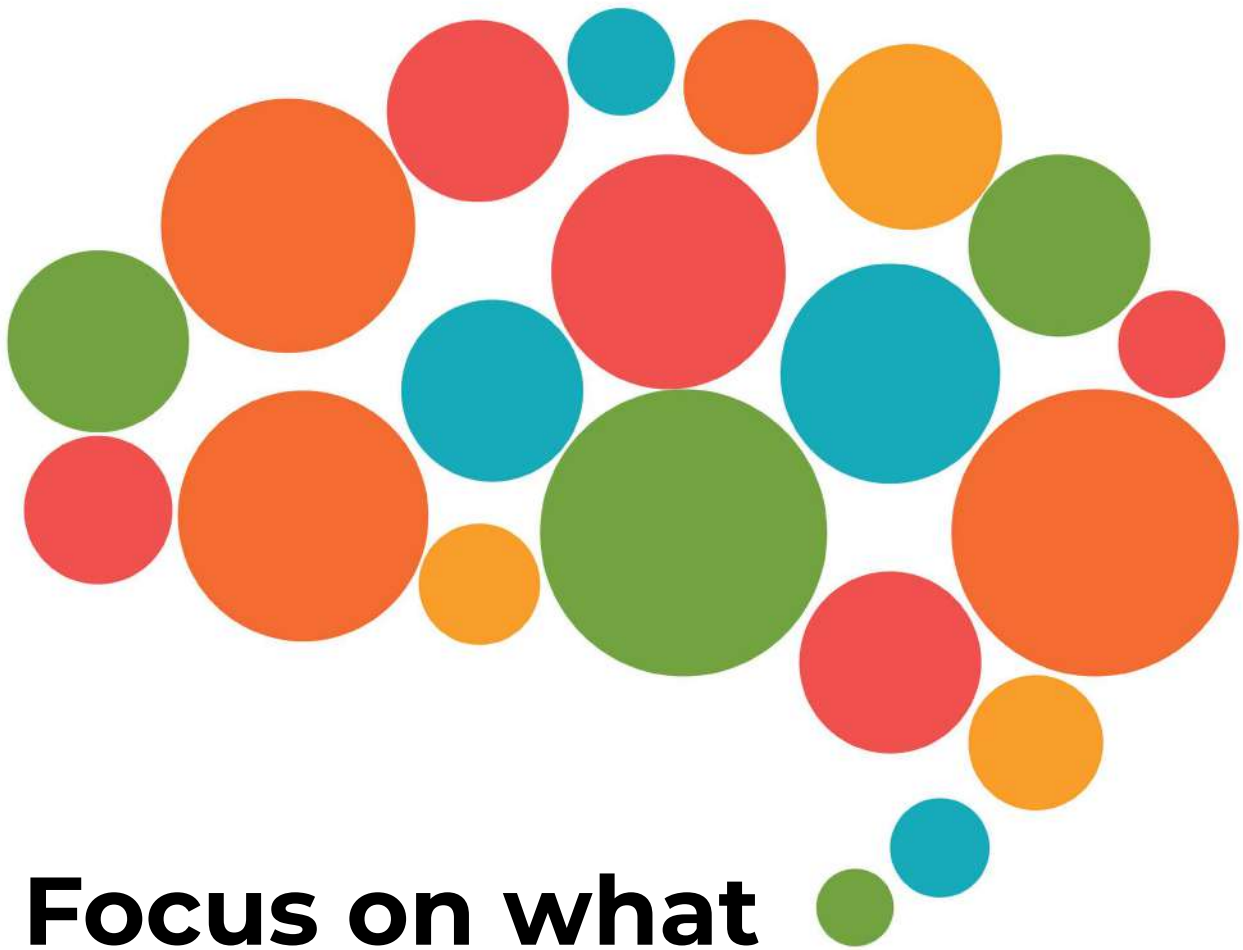
Futurists

We see patterns that help uncover future predictions in behaviours and results.

We are always seeking to understand “what’s next” for you and your brand, and the best path forward to achieve your vision of success.



**Our
competitive
advantage is
our people.**



Focus on what you do best. Let us handle the rest.

If you're looking for a partner to support you in the field, we employ the best in the business so you can **act smarter, move faster, and go farther.**

Our multilingual team knows how to connect with your audience to uncover the deep insights you need to make informed strategic decisions.





Our senior leadership team.

Our team includes experienced researchers, dedicated project managers, data analysts and visualisation experts, logistics coordinators, marketing specialists, and in-house recruiting agents.

We represent the best-in-class people for your projects.

Our teams, provide a range of specialised services, so you can get accurate and relevant information to help you make smarter decisions, faster and more consistently across markets.



Hidekazu Hamano
Managing Director

Hide started his market research career in 2006 and is experienced in online and offline projects. He moved to Thailand in 2016 to establish Kadence's Thailand office and now supports Japanese brands that want to enter and expand into the ASEAN region.



Kajornkiat (Pom) Kiatsunthorn
Research Director

Pom started his career in research 20 years ago. Pom's extensive experience in research has made him skillful in qualitative and quantitative methodologies. His friendly and inquisitive nature and analytical mind prove to be an asset when moderating focus group discussions or conducting in-depth interviews with respondents from all walks of life.



Samart Urit
Operations Director

Over the past 25 years, Samart has worked for global market research and consulting leaders. He has had the chance to lead projects across a spectrum of methodologies in qualitative and quantitative research.

Samart is the Operations Director in Kadence, Thailand leading the research on a global, regional and local project level for some of the largest brands in the world.

Our awards and accolades.

With award nominations from the key industry bodies in the US, Europe, and Asia, we're recognised as one of the leading market research agencies globally.





We are Kadence
**Connecting the
dots to elevated
decisions.**

Kadence International is a global market research agency with a radically personal approach. While we span the globe, we're all about one-to-one connections.

From real-time data collection to sharing powerful insights, great research starts with a deep understanding of people and ends with a discovery of game-changing opportunities.

At Kadence, we're about people, progress and passion. We research the now, with a keen eye to the future.

Click  to discuss a project with our team or request a proposal.



140 One Pacific Place, 19th Floor, Unit 1910, Sukhumvit Rd,
Klongtoey Sub-district, Klongtoey District, Bangkok 10110 Thailand
t: +66 (0)2-116-7590
f: +66 (0)2-116-7593
e: kthinfo@kadence.com

KADENCE.COM