

EXPERIENCE IN INTERCEPTS




SELECT EXPERIENCE IN INTERCEPTS

SIS retail market research provides depth of insight on how consumers interact in retail environments.

Through store & street intercepts, shop alongs, ethnographic research and other methods, this research can provide detailed insight to help companies develop effective marketplaces.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo interesset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.

Selected Clients

- Gap
- Jamba Juice
- Apple
- Toyota
- Sony
- Estee Lauder
- Best Buy
- Titan 360



SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • research@sisinternational.com



Comprehensive solutions for Intercepts

- In-store interviews with business owners in Chinatown, New York.
- In-store interviews with customers purchasing electronics, including MP3 players
- Surveyed customers and employees in grocery stores regarding their experiences with and attitudes towards food shopping.
- In-store interviews at jewelry stores in New York.
- Recruited mystery shoppers to analyze products in the consumer electronics sector.
- In-store interviews at high-end clothing stores on 5th Avenue in New York.
- Interviewed customers and employees at car dealerships to evaluate the factors that go into car purchasing decisions.
- Street intercepts in Hoboken and Secaucus, NJ.
- Surveyed customers of high-end cosmetics and fragrances.
- In-store interviews with customers and employees at delis and ethnic food stores.
- Conducted store intercepts to assess breakfast products for a company in New York.
- Conducted mall intercepts for purchasers of bagless canister vacuum cleaners
- Conducted a street intercept study in the meat packing district of Manhattan about perceptions toward a new liquor introduction into the USA.
- Conducted mall intercepts for retail shoppers in the Staten Island Mall
- Conducted mall intercepts in New Jersey and Chicago for consumers who had intentions to purchase items with a LCD screen
- Conducted mall intercepts in New York, Chicago and Los Angeles to test male and female fragrance products
- Conducted mall intercepts for cell phone users in the US

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- Conducted intercepts of high income respondents at a car clinic in Los Angeles.
- Conducted intercepts at an office cafeteria to gauge opinion of reception to a new energy drink for a food services provider.
- Conducted mall intercepts for mothers with children who purchase soft drinks and juices for their children
- Conducted mall intercepts for users of printers for their home office
- Conducted mall intercepts for purchasers of digital cameras
- Conducted mall intercepts for purchasers of consumer electronic products
- Conducted mall intercepts for purchasers of audio equipment products
- Conducted mall intercepts for consumers shopping at Best Buy and competitive stores
- Conducted mall intercepts for pre-paid mobile phone users in Thailand
- Conducted mall intercepts for HPP (mobile phones) and CTV products in Mexico
- Conducted mall intercepts for women using hormonal oral contraceptives
- Conducted mall intercepts for mid-level apparel stores in France, South Korea, and Spain
- Conducted an intercept study on brand image for food companies
- Conducted an intercept study on chocolate-tasting in Mexico
- Conducted in-store intercepts at a fast food restaurant in the Midwest.
- Conducted intercept study at cafeterias in New York.
- Conducted study on consumers awareness level and shopping habits in San Francisco, Seattle and Chicago
- Advertising awareness study in San Francisco