

Codes of Ethics Freni Ricerche di Marketing

In conducting market research and marketing activities, the Institute adheres to ethical standards, assuming commitments and responsibilities that extend those provided by the national and international research associations. (ESOMAR, MRS, ASSIRM).

Freni Ricerche di Marketing offers *ad-hoc* research

The research methodology for Freni Ricerche di Marketing is not something that is standardized taken from a shelf, but is bespoke to deliver that bit extra. About this creative and innovative approach we are very proud and distinguishes us as researchers.

Research, indeed, should tell what consumers think and how consumers behave. We design research, that want to understand the consumer real world, illuminating the context and exploring his behaviors, to facilitate the acceptance by the market of the insights and new concepts that R&D staff of the Client has developed.

An alternative with high quality at competitive prices on the market

We deliver only high-quality data, if, for any reason, we cannot guarantee our standard we do not accept the job. We don't outsource to a foreign call center, we do not relocate the data collection stage, we are proud to offer Made in Italy 100% to the research world. Our freelancers are professionally qualified people and we maintain since many years a long working relationship with them. This choice has positive effects on the quality of our work and in relationships with collaborators, and the data collected is a high quality one as our interviewees rely on the continuity of the work.

We stand out in the market research industry for seriousness and continuity, we are independent and autonomous. Our clients choose us for the quality of the data, transparency in the collection, which can be followed at all its stages, and in our data analysis. We do not amaze the client with special effects but with high data reliability, essential to establish winning strategies.

Our team



Vincenzo Freni: CEO and Founder of the Institute Freni Ricerche di Marketing since 1983.

He is specialised in ad hoc full-service research, conducting qualitative and quantitative in various sectors both nationally and internationally. He has over 20 years of experience teaching at the most prestigious universities in Italy; he has been invited to seminars and workshops on the applications of Social and Market Research by the New York University to the European School of Business of the Economic Faculty of Bologna by the University of Perugia to the Parthenope University of Naples to Master university courses of Pisa and Parma. Also, he is the author of several technical articles on Marketing Research. He is a certified member of the MRS, ESOMAR and ASSIRM. Passionate about

trekking and anthropology, an expert of Brazilian culture.



Veronica Freni: Managing Partner

She is specialised in ad hoc full-service research, conducting qualitative and quantitative studies at national and international level. Over the past 7 years of professional activity in Italy and in UK, she has accumulated experience in various sectors. She is a Member of the M.R.S. (Market Research Society-UK), and Market Research Expert of Analysis and Market Research at the University of Pisa, also teaching at the European Business School (Market Research Methodology). Experienced piano player, loves to dance and passionate about Street Photography.



Marco Cecchini: Data Analyst Manager

He has been working at the Freni Institute for over 30 years, he is responsible of analysis of data, developed the statistical package owned by the company, SMART (Statistics for MARKeting Test). He is in charge of the management of Dbase Marketing and the cleaning of the data.

Passionate about mountain biking and science fiction.



Rosaria Agnoletti: Project Manager

Great experience in the organization and management of the field, she has been working for over 18 years at the Freni Institute. Always actively involved in all aspects of the life cycle of the project, in particular, responsible for managing the field, ensuring the respect of the timetable by the network of interviewees. Expert translator, passionate about cake-design, loves cinema and reading.

International field-work

We conduct qualitative and quantitative research in various sectors, both nationally and internationally. We have access, as all the other world wide research institutes, to the same field-work network on-line and off-line.

Our Standards of Conduct. Facts not words

We are in the market for over 30 years we have given ourselves a code of conduct that goes beyond the standards of the industry international associations. Our Code of Ethics at Freni Ricerche di Marketing is committed to a code of conduct that, in addition to incorporate the codes of the associations to which it belongs (ESOMAR, MRS and ASSIRM), aims to ensure further social responsibility to its clients, suppliers and employees.

100% Made in Italy ad hoc research ()*

- Respect of employees: Freni Ricerche di Marketing offsets the higher level of market prices, all external collaborators (interviewers, recruiters, supervisors, location and facilities), always at the same end of the assignment, max within 30 days of its development.
- Field quality: Freni Ricerche di Marketing for face-to-face interviews and telephone directly manages a network of interviewers selected.
- Field not anonymous: in the report of the survey are mentioned all those who collaborated in the research work in the field including the supervisor and detectors.
- Confidentiality, security and quality of the data: All data are fully processed and stored inside the Institute, without transferring them to external data processing facilities, to ensure the utmost confidentiality and quality. The statistical data are treated with proprietary software developed in-house, in a protected format.
- Independence and autonomy: Freni Ricerche di Marketing is an independent institute that only performs ad hoc research, professionally and financially autonomous from economic and political groups.
- In order to support the culture of the market research: The institute has one of the most extensive collections of material about the theory and application of market research: a library that has thousands of texts that trace the history of market research from the beginning until today, available free of charge, on request, to experts on the subject and to students for completing their thesis.
- Solid and Expertise: The company, founded in 1983, is one of the oldest institutions that works in research and social marketing in Italy (source ESOMAR and ASSIRM).
- Boutique of Quality: We carry out only ad hoc research (our service does not include panel and omnibus). We apply an efficient model of the research work that has been developed since over 30 years of expertises in the sector, in full respect of the work ethic and always looking to do the best.

Motto

We believe in the importance of the scientific research and its values, therefore we promote it also at the academical sector, because we believe that knowledge is a common good. To this end, we have been teaching at the University for over 20 years and in our website we have a special section called Educational where we provide to students, undergraduates and scholars specialized teaching materials continuously updated.

() The specialized press reports that 90% of telephone interviews realized by Italian research institutes today are performed in Albania, Romania, Tunisia*

