



Addison Research

is Your Market Research Partner

We are proud to be the most innovative market research company in Nicaragua. We are the only market research company to develop Nicaragua's first Online Consumer Panel (www.opinioncolectiva.com.ni), our monthly Consumer Omnibus service, and syndicated studies.

Our researchers are passionate about digging below the surface of topline results and helping clients identify and reach their key audiences with a sound understanding of the emotional underpinnings, engagement levels, and key drivers of those segments. Our goal is to provide insightful guidance to clients in order for them to uncover, size and prioritize growth opportunities.

We offer a full suite of Research Solutions, Research Methods, and Online Services to support:

Research Solutions



Brand & Advertising Strategy

Knowing how your brand is perceived among the consumers, the qualities which are related to it, we can accurately form your brand image and apply the necessary marketing strategy.



Product & Pricing Insights

We help you to develop new products, improve existing products, determine optimal price point for your products and maximize your product's life and profitability.



Customer Satisfaction & Loyalty Research

Research has shown that most companies lose 45% to 50% of their customers every five years. We identify the pain points and opportunities to help our clients create a better overall customer experience.



Social & Opinion Research

Our methods help clients develop, implement and evaluate public opinion on social issues, public sector services, government policies, regional developments, and socioeconomic indicators.

Research Methods



Qualitative Research

Whether it is running Focus Groups, In-depth Interviews, Ethnographic Research, or Customer Insights Observations – our experts work closely with our clients to offer insights-driven research solutions.



Quantitative Research

To give our clients the competitive edge, we are equipped to conduct your research study through Online, CATI, CAPI, and PAPI. Our field management tools offer real-time metrics, campaign stats, shareable results.



Central Location Testing

Whether it is recruiting for and running taste testing, package or product testing, or TV commercial sessions, our team can provide guidance and support at every stage of the development process.



Innovative Online Research

We enable data-driven and confident decision making for our clients by offering the "Most Innovative & Cutting-Edge Research" tools in the Nicaraguan market.

Online Research



Online Consumer Panel

Addison Research operates Nicaragua's 1st and only Online Consumer Panel, Opinion Colectiva. Our panel has national representation and is the most convenient way to get relevant insights.



Online Focus Groups

Online focus groups are a highly effective market research tool. Our clients love them. Our clients save time and reduce project costs while making it easier for participants and observers.



Online Bulletin Boards

Online bulletin boards are an online discussion held over a set period of days, weeks, or months. They are excellent for eliciting more in-depth comments on complex issues.



Eye Tracking

Eye tracking involves measuring where the respondents eye is focused or the motion of the eye as they evaluate your product, packaging, advertising, website, shelf space, etc.

Some of Our Clients



Why Addison Research

1

Respected Management

- ⇒ Parent company is located in the US & Canada.
- ⇒ All clients receive senior-level attention
- ⇒ Excellent reputation in the business and research community
- ⇒ Researchers with expertise in your sector
- ⇒ Staff loyalty a priority

2

Nicaragua Focus

- ⇒ We are focused on Nicaragua; we live, eat and breathe this marketplace
- ⇒ We understand the Nicaraguan consumer and local business issues
- ⇒ We are committed to supporting the local business community

3

Innovative Research Solutions

- ⇒ We offer the "Most Innovative & Cutting-Edge Research" through:
- ⇒ Nicaragua's first Online Consumer Panel (OpinionColectiva.com.ni)
- ⇒ Nicaragua's first Online Consumer Omnibus
- ⇒ Innovative Qualitative Research Solutions

4

Cost Advantage

- ⇒ Reasonable charge-out rates
- ⇒ Lower overhead costs
- ⇒ Use of our innovative research solutions save our clients on average 20%-30%.

5

Corporate Social Responsibility

- ⇒ Discounted work for non-profits
- ⇒ 5% of profits to local charitable organizations
- ⇒ Community volunteer work

6

Opinion Colectiva Panel

- ⇒ Lower Cost & Fast Turn-around Times
- ⇒ Higher Data Quality
- ⇒ Better for Tracking Studies
- ⇒ Unique engagement and incentive program
- ⇒ Greater Interactivity & Use of Visual Stimuli
- ⇒ Better Marketing & Sales Data

For more information about Addison Research or for a custom quote, email us at info@addisonresearch.com.ni

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