



“Our expertise, unique approaches and cutting edge systems have helped build our worldwide client base across many categories”

services

marketing ROI

media

consultancy

FAQs

Value of experience

Experienced Partners head dedicated teams to work on our clients' business, enabling us to provide knowledgeable, detailed analysis, actionable results and ongoing support.

Our experience of your market means we are aware of potential issues, data requirements, likely modelling challenges and the quality of results that are possible. Each client is unique, their individual needs and characteristics are recognised and understood to ensure maximum benefit is gained from our work. We incorporate client objectives, issues and organisational needs into the analysis process and tailor our reporting and consultancy to meet individual requirements.

Category	Market Experience
Communications	Directories, Mobile Phones, Telephone Service Providers
Confectionery	Chocolates, Countlines
Cold Drinks	Beer, Cider, Lager, Liqueurs, Spirits, Carbonates, Juices, Water
Financial	Building Societies, Banking, Credit/Cash Cards, Insurance, Mortgages, Savings
Food	Biscuits, Cereals, Cheese, Coffee, Crisps, Flour, Meat, Milk, Sauces, Soups, Tea, Yellow Fats, Yoghurts and Chilled Desserts
Government	COI, Royal Mail Stamps
Home Appliances	Batteries, Cutlery, Home Heat, Mops, Washing Machines
Household Stores	Aircare, Household Cleaning, Paints, Pet Food, Toilet Tissues, Washing Liquids & Powders
Internet	Banking, Dating, Insurance, Recruitment
Leisure	Fast Food Restaurants, CDs, DVDs and Videos, Toys & Games
Motor Vehicles	Breakdown Services, Insurance, Motor Cars, Petrol

range of experience

Our teams run projects in over 15 countries worldwide, including Europe and the US. Analysis extends to more than 1000 brands and over 180 markets. Our experience includes seasonal, innovative, fragmented and digital markets.

ohal has worked with approximately half of the Top 100 UK advertisers of 2006 (NMR spend).

Pharmaceutical	Analgesics, Cold Remedies, Cough Remedies, Laxatives, Indigestion Remedies, Vitamins
Publishing	Magazines, Newspapers
Retail & Mail Order	Clothing, Department Stores, DIY Stores, Electrical Goods, High Street Retailers, Pet Stores, Supermarkets
Toiletries	Baby products, Condoms, Cosmetics, Hair Removal, Oral Care, Paper Tissues, Sanitary Protection, Skincare
Transport	Ferry, Passenger Travel, Railcards

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