



**roots**  
RESEARCH

# Hello, we're Roots Research

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## ...and we're the qualitative recruitment experts the agencies come to first

Based in sunny Brighton, our clients say we're a breeze to work with. But although you'll find us as relaxed as the city we work in, we're also incredibly passionate about what we do.

We love ensuring your market research projects run smoothly from start to finish. We'll find you top-notch participants from all over the UK, and make sure they turn up on time, too. We can also provide you with a full project management service, from in-depth interviewing to data analysis.

So read on to find out more about Roots, the recruitment company you can rely on.

### WE WORK WITH SOME BRILLIANT PEOPLE...

*"I have worked with Roots for many years and they have always been a pleasure to deal with. They tackle difficult projects with enthusiasm and never fail to deliver within deadlines and to a high level of quality. I recommend them for their commitment and flexibility."*

**Celia Callus, Nutcracker Research**





# We love what we do.

## Here are some of the things we like to get our teeth into, from our offices by the sea.

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### ROOTS LOVES...

#### Finding the right market research participants

We'll find you high-quality respondents, matched precisely to your target demographic.

#### Quality checking

Confirmation is a key component of our quality assurance strategy - when we book respondents, we know they'll be there.

#### Project management

Our dedicated project managers ensure everything runs smoothly, from start to finish.

#### Moderation

We can provide you with a full service, or support your full-service provider.

#### Working internationally

No matter the time difference, we're dedicated to delivering, wherever you are in the world.

#### Delivering PAPI/CAPI research products

With a nationwide network of supervisors and interviewers, we have all the infrastructure your PAPI/CAPI project needs.

#### CATI interviewing

We can deliver CATI projects that encompass all sectors, sizes, and languages.

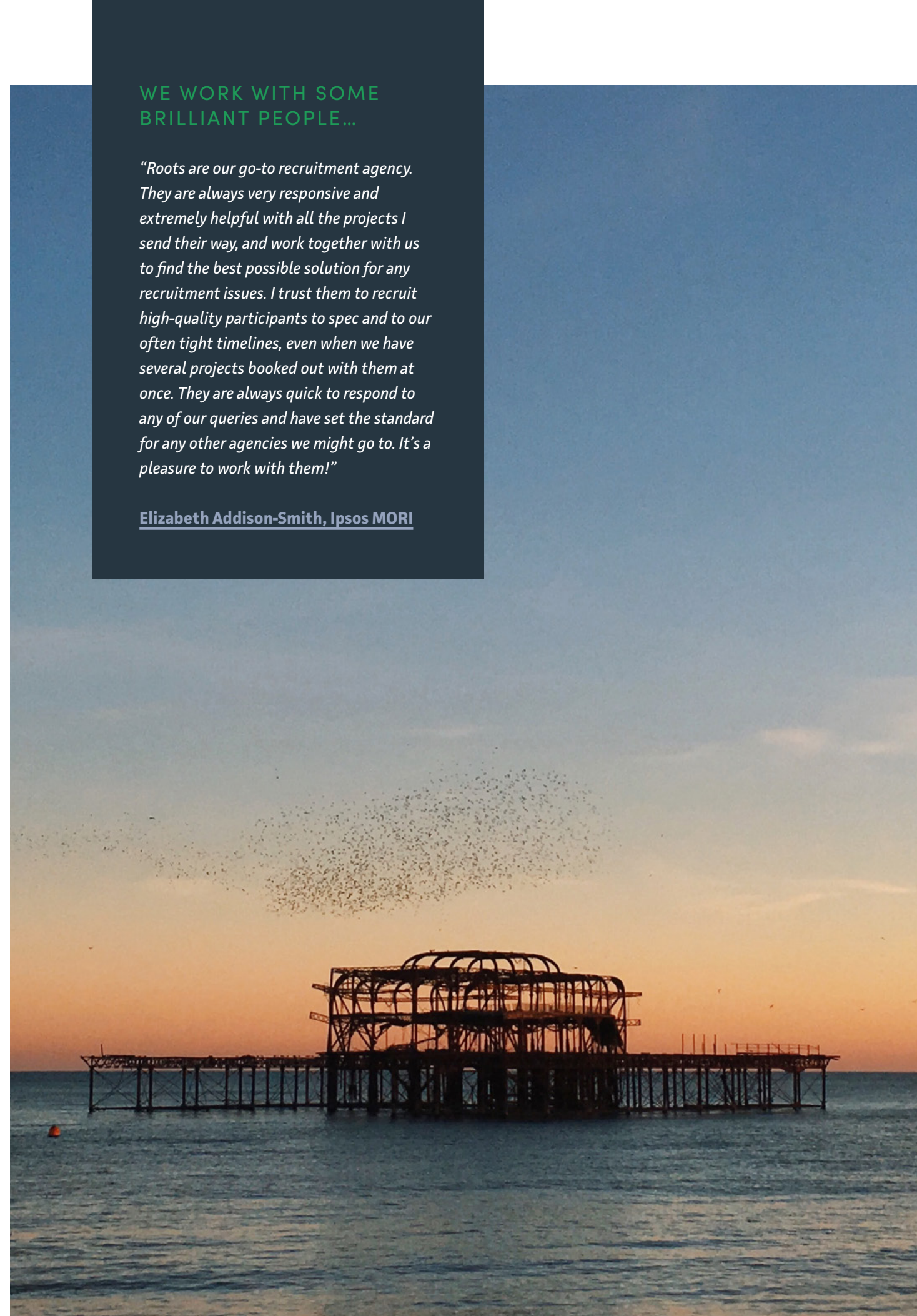
#### Transcribing

Our experienced team will transcribe your interviews verbatim and will even take last-minute bookings.

### WE WORK WITH SOME BRILLIANT PEOPLE...

*"Roots are our go-to recruitment agency. They are always very responsive and extremely helpful with all the projects I send their way, and work together with us to find the best possible solution for any recruitment issues. I trust them to recruit high-quality participants to spec and to our often tight timelines, even when we have several projects booked out with them at once. They are always quick to respond to any of our queries and have set the standard for any other agencies we might go to. It's a pleasure to work with them!"*

Elizabeth Addison-Smith, Ipsos MORI







# Finding the right market research participants

Tracking down precisely the right respondents for your market research is tricky, and time-consuming. Luckily, Roots do all the hard work for you and, because we've got the infrastructure already in place, we can save you valuable time and money.

Working with Roots couldn't be easier. You create the research project, we'll find the participants, and the feedback will come rolling in.

## WE HAVE A FANTASTIC RESPONDENT MEMBERSHIP SITE

## WE USE RECRUITMENT PARTNERS

If it all sounds like a well-oiled machine, it is. We've honed our recruitment methods down to the finest of fine arts.

We believe our ability to source high-quality participants is the key to our success. But how do we do it?

**Take Part In Research** ([www.takepartinresearch.co.uk](http://www.takepartinresearch.co.uk)), it's the ace up our recruiting sleeve. We like it so much, we go into lots more detail about it on page 8.

Where we need to support our in-house efforts, we work with a UK-wide network of over 900 locally based recruitment partners that use a combination of their own networks and on-street recruitment (depending on the project requirements). Each of our recruitment partners have undergone a rigorous application process and hold ICQS qualification.

## WE'RE SOCIAL ANIMALS

We use Facebook, Twitter and LinkedIn to target specific audiences and to keep expanding our panel. Our membership site has over 10,000 followers on Facebook, a number that's growing daily!

## WE LOVE USING CLIENT LISTS

We can recruit from customer lists efficiently and professionally, whether by email or telephone. We always recruit from client lists in-house and never pass the data on to a third party to recruit. We're also ISO27001 accredited, so you can be sure that your clients' data is in safe hands.

## WE DON'T REST ON OUR LAURELS

We're always looking at new ways of tracking down participants.

## METHODOLOGIES WE RECRUIT FOR

We recruit respondents for a wide range of research methodologies, including:

- Focus group discussions
- IDIs (in-home, in-venue and in-office)
- Teledepths
- Ethnographies
- Hall tests & CLTs
- Car clinics
- Online communities
- Online surveys
- User tests
- Assisted shops
- Friendship pairs/triads
- Tracking studies
- Video diaries
- Online/WhatsApp groups
- Social media shadowing
- IHUTs/product tests
- Eye tracking
- Vehicle test drives
- Gogglebox style in-homes
- Mystery shopping

## WE WORK WITH SOME BRILLIANT PEOPLE...

*"Working with Roots is like a breath of fresh air. They are always available to talk through slightly unusual projects and help to offer solutions to sometimes unconventional recruits. Due to the high quality of recruitment, we have actually reduced the number of over-recruits, as we rarely have a no-show. Roots are diligent and are always keen to hear feedback, to hear how the fieldwork went and find out if there were any issues they can learn from, moving forward. It's a pleasure to work with them."*

**Dr Sarah Jenkins, research director,**  
**head of qualitative, Ipsos MediaCT**





**TAKE PART  
IN RESEARCH™**

# We don't have to look far to find great people – they come to us!

Beautifully designed and easy-to-use, the website of our sister company **Take Part In Research** ([www.takepartinresearch.co.uk](http://www.takepartinresearch.co.uk)) receives up to 100 unique registrations a day from members of the public all around the country. It gives us a UK-wide active membership of 100,000 users – and speedy access to a huge volume of data.

Through our sister company we advertise across a range of online and offline platforms, giving us great reach across the whole of the UK. With this amazing database at our fingertips, we can just as easily recruit a 500-strong panel as hunt down those 'needle in a haystack' respondents.

## HOW IT WORKS

- When a new project comes in, we'll send out research invitations asking our members to register their interest. Our project descriptions and online screener questions are carefully crafted to ensure the topic is well-hidden, so respondents can't easily guess what we're looking for.
- Once we've selected a pool of suitable respondents from these applicants, our trained project coordinators take to the phones to start the screening process. Friendly and professional, they're pros at finding people who are honest, engaged, and bang-on brief.
- Every time a member of our panel registers for a project their information is stored, along with the outcome. Great for you, as it means we'll never send you the same respondent twice and we can easily identify 'regular' research attendees (and avoid them like the plague).



## WE WORK WITH SOME BRILLIANT PEOPLE...

*"Roots Research are flexible, responsive and reliable. They provide excellent advice on what is feasible within the time and budget available, and have never failed to deliver on time and to the specification required. We rely on them to deliver our most challenging briefs and even under pressure, they are always a pleasure to work with."*

Rachel Skevington Britton, research team leader, ComRes

## Quality checking

Once we've found people we think are a good fit for your project, how do we ensure they are who they say they are, and that they're not just saying what they think we want to hear? Here's how!

### WE'RE SUPERSLEUTHS AT BACK-CHECKING

All our staff are like well-trained bloodhounds when it comes to double-checking any information a participant provides. They won't just accept the first answer they receive, they'll delve deeper and can always sniff out if an applicant isn't being totally honest.

### GROUPIES, WHAT GROUPIES?

Group discussion regulars (or groupies as they're known in the industry) can be a major headache for our clients. They're the professional market research participants who create multiple profiles with different details – something that can really mess up your lovely feedback.

Groupies are an issue that we really take seriously – something you can see in the great lengths we take to avoid them.

When people register to the Take Part In Research website, our in-house recruitment software checks for duplication across email addresses, telephone numbers, postcodes, IP addresses, and usernames. If a duplication

is found, we will unsubscribe both user profiles, making the creation of multiple personas virtually impossible. Additionally, every participant is telescreened before taking part in a project. We train our staff to probe participants in a way which allows them to feel comfortable talking about any past research.

### DEALING WITH THE DREADED 'NO-SHOW'

We pride ourselves on our great attendance rates; the key to our success in this area is that we take confirmation very, very seriously.

Once we have selected suitable respondents, we have a rigorous confirmation process, which involves:

- An email confirmation (or by post if this is more appropriate for the audience)
- A confirmation telephone call usually 24 to 48 hours prior to research – at this stage, respondents are re-screened
- An SMS reminder on the morning they're due to take part

### WE CAN CALL FOR BACK-UP

Of course there are some situations, such as illness, in which cancellations are unavoidable, so we can't guarantee you'll never get a no-show, but we can assure you we'll work hard to keep them to a minimum.

Once we hear about a cancellation we respond at lightning speed to find you a replacement – in most cases we usually have some back-ups in place that we can contact straight away to take part. If not, we'll do all we can to recruit someone to fill that space – ensuring they fit the recruitment spec, of course!



## WE WORK WITH SOME BRILLIANT PEOPLE...

*“Roots are one of our preferred recruitment suppliers. They are a responsive, flexible and friendly team who go that extra mile to support us whenever needed. We would highly recommend them, especially for hard-to-reach target customers, for being realistic about what is achievable and for keeping us up-to-date on recruitment progress.”*

**Deborah Fitzpatrick, MM-Eye Limited**

# Project management

We're not just excellent recruiters, you know. We're also damn good project managers, keeping you fully informed about how your project is going, from start to finish. Here's how we'll keep your project ship-shape...

## WE WORK WITH SOME BRILLIANT PEOPLE...

*“We have worked with Roots Research for over four years. They are quick at turning around high quality recruitment in hard-to-reach locations, often off the beaten track for typical market research projects, involving on-street as well as database recruitment. They are a professional agency and are consistently able to deliver recruitment at very short notice. They are exceptional at project management, and see the projects through from start to finish. We would highly recommend them.”*

**Sophie Horrell, CTF Partners**

## WE GIVE YOU ONE, VERY LOVELY, POINT-OF-CONTACT

You'll have a dedicated and experienced project manager who will be your one point-of-contact, making sure everything runs smoothly from start to finish. While they're all super-friendly, each of our PMs have one main area of expertise - yours will be carefully chosen based on your project to ensure you get the best possible outcome.

Our project managers love their jobs and approach every project with a sense of humour and fun. We thrive on managing the stresses and strains of recruitment - so you don't have to!

## UPDATES, UPDATES, UPDATES!

Here at Roots we never underestimate the importance of a good update - it's one of the things our clients say they like best about us. We know that communication is the key to a successful project - and a great working relationship.

Right from kick-off, we will be as honest and transparent as possible. We won't just sit silently if we notice anything that may hinder the smooth running of your project, either; Roots will raise any potential molehills with you, before they turn into scary-looking mountains.



# Moderation and full service support

Here at Roots, we have experienced qualitative researchers who are on hand to moderate the following:

- Depth interviews - face-to-face or via telephone
- Mini groups
- Focus groups
- Accompanied shopping trips
- Online bulletin boards

**We also offer the following services to help you reduce your workload:**

## RECRUITMENT SCREENER DESIGN

We can design a screener to ensure you recruit the most relevant respondents for your research.

## HOMEWORK/PRE-TASK DESIGN

We can work with you to develop a pre-task, to really get the most out of your respondents before they even set foot in your focus group.

## PREPARATION OF A DISCUSSION GUIDE

We can take your objectives and turn them into an engaging and productive discussion guide to make sure the conversation (and the data) really flows.

## REPORTING

We can report research findings back to you in your preferred format, be that a telephone debrief, a full PowerPoint presentation or anything in-between. We can always find a solution to fit your budget.

## WE WORK WITH SOME BRILLIANT PEOPLE...

*“Roots Research were able to offer me a truly personalised service when I was looking to recruit a very specific range of people for some focus groups and telephone interviews on behalf of a major London museum. I got the impression they truly understood the brief, and I was pleased they weren't afraid of asking questions when they were unsure. They kept me regularly updated throughout the recruitment process and the quality of participants they provided was excellent - just what I'd asked for.”*

**Steve Slack,**  
**independent heritage consultant**



# Who we recruit

## At Roots, we're experts in the following fields...

### GENERAL CONSUMER RECRUITMENT

Consumer recruitment is right at the core of our business. We have a wealth of experience in matching passionate consumers who are interested in voicing their opinions with companies and brands seeking thoughtful insights.

### AUTOMOTIVE RECRUITMENT

We supply real-world respondents for car clinics, test drives and group discussions, so your clients can determine the mood of the motoring market.

### B2B RECRUITMENT

We recruit professionals from a wide range of sectors from middle management up to c-suite, to really get to the root of your clients' industry.

### HIGH-NET-WORTH PROFESSIONALS

From the wealthy to the super wealthy, from old money to new, we have access to this exclusive audience.

### HEALTH

From finding medical professionals to people with specific medical conditions, we have a wide range of experience in dealing with this highly sensitive area.

## General Consumer Recruitment

Consumer research is very much the core of our business. It's where Roots started and it's still firmly at the heart of all we do.

Our wealth of experience in this area has shown us that consumer recruitment can be a lot more nuanced than it first seems, especially if we're trying to source people using algorithms or customer profiling tools. But it's a challenge we relish here at Roots - we pride ourselves on finding the seemingly un-findable.

Our huge panel gives us a real head-start in this area. Whether it's shoppers, mums, kids, early adopters or students you're looking for, chances are we'll already have them at our fingertips.

### MEDIA

From people who have made complaints about offensive language in the media to superfans of TV shows, Roots has found them all, and many more.

We've worked with clients on behalf of:

- **BBC**
- **Channel 4**
- **Ofcom**
- **Google**
- **Facebook**

### FINANCE, BANKING AND INSURANCE

We love working with the banking sector, and have previously worked with clients' own customer lists. Recently we've found elderly people about to give up driving in the next 12 months, uncovered people who overspend on their credit card and tracked down participants with high interest savings accounts. We've worked with clients on behalf of:

- **Barclays**
- **Lloyds Bank**
- **Yorkshire Bank**
- **Royal Bank of Scotland**
- **Ageas Insurance**
- **Zurich**
- **Allianz**

### SHOPPER

From assisted shops to taste tests, Roots has found brand loyalists, bargain hunters and people who binge on energy drinks, to name just a few.

We've worked with clients on behalf of:

- **Unilever**
- **Johnson & Johnson**
- **SC Johnson**
- **Boots**
- **L'Oréal**
- **Tesco**
- **Costa**
- **Amazon**
- **McDonald's**





WE WORK WITH SOME BRILLIANT PEOPLE...

*“Shopper research can be fast and furious, and our recruitment requirements are often challenging, demanding highly specific targeting combined with speed. Roots rise to this challenge with enthusiasm. The team are always keen to fully understand our needs and lend us the benefit of their experience in identifying the best solutions. What’s more, they are really nice people to deal with, with cool heads and bags of initiative if goalposts shift and adversity strikes.”*

Penny Ericson, Shoppercentric

TELECOMS AND ELECTRONICS

Previous projects have seen us finding everyone from technophobes and early adopters of smart devices to people who overspend on their tariffs. We’ve also had to track down owners of smartphones with a less than 1% market share.

We’ve worked with clients on behalf of:

- **Apple**
- **Samsung**
- **BT**
- **Sky**
- **Huawei**
- **Google Play**
- **Bose**
- **Bang & Olufsen**

KIDS AND FAMILY

Roots recently braved the famously fickle world of playground politics, finding friendship triads of 7-year-olds who love comic books. (Believe us, if we can do that, we can do anything!) We can also organise in-venue games testing for all the family.

We’ve worked with clients on behalf of:

- **Disney**
- **Marvel**
- **Ben 10**
- **Hasbro**
- **FA**
- **CBBC**

TRAVEL

Recent projects include sourcing participants who have booked multi-destination holidays through a travel provider in the last six months, to finding those lucky people who take four cruises a year.

We’ve worked with clients on behalf of:

- **P&O Cruises**
- **Virgin Holidays**
- **Thomas Cook**

RECENTLY ARRIVED

Roots have worked to recruit respondents who have recently arrived in the UK from EU and non EU countries such as France, Germany, Italy, Brazil, South Africa, Nepal, India and China.

This is a challenging area with language barriers to be overcome, as well as cultural differences to consider. In the case of recruiting marginalised sections of society such as asylum seekers, trust can also be an issue. Thanks to our panel, we’ve already built up an extensive database on recently arrived consumers, but we have a number of other ways of reaching out to these types of profiles. Social media platforms, meet-up websites, specialist recruitment partners and community groups have all proved invaluable.

We’ve worked with clients on behalf of:

- **NHS**
- **Colgate**
- **Unilever**







# Automotive Recruitment

Automotive recruitment can be a notoriously tricky area with the narrowest of criteria to fill. In fact, a lot of agencies will run away scared at the mere mention of it. Not us – we’re experts in this exciting, albeit gruelling, field.

## KEY STRENGTHS

- We already have a wealth of data at our fingertips, because we record the vehicle ownership details of every single registered user of our membership site, Take Part In Research – that’s over 100,000 people!
- Our clients have come to rely on us for an honest and realistic view on feasibility, and our ability to provide alternative solutions where required.
- We’re known for our tenacious approach to fulfilling the most difficult of briefs– and we do it with a smile.
- We have recruited across all vehicle segments from city cars and B Segs to SUVs, electric cars, luxury cars, pick-up trucks, and fleet managers.

## WE’VE WORKED WITH CLIENTS ON BEHALF OF:

- **Ford**
- **Toyota**
- **Volkswagen**
- **BMW**
- **Mercedes**
- **JLR**
- **McLaren**
- **Maserati**
- **Nissan**
- **Kia**
- **MG**
- **Porsche**
- **Fiat**
- **Peugeot**
- **Lexus**
- **Tesla**

## HOW WE RECRUIT FOR AUTOMOTIVE MARKET RESEARCH

Our panel really gives us the edge over our competitors when it comes to automotive market research. We know exactly what car each of one of our members owns, along with when they purchased it and whether it was bought new or used.

Before we even begin recruitment on a project, we can tell you how many of these owners we already have on our database, giving you a realistic view on feasibility before you even get started.

We also have a network of trained on-street recruitment partners who are specialists at hunting out even the most niche of car owners. They’ll knock on doors, visit car parks – if the motorist you want exists, they’ll find them. With your permission, we’ll even trawl online ownership clubs and forums to track people down.

## VERIFICATION

Verification really is the key to any successful automotive research project, and we’ve designed our process to be watertight.

- At screening (and every time we speak to respondents after that point) participants are made aware that they will need to bring photo ID and the original vehicle registration papers to the research discussion, or they will be turned away with no incentive.
- On our confirmation calls, we ask respondents to physically get these papers out and to call us back when they have done so, to confirm that all is in order. That way, there’ll be no excuses on the day if they turn up without them.
- We will never book in a respondent for automotive research without taking their vehicle registration number and cross-checking all the details they have provided. If anything is incorrect, alarm bells ring and we won’t book the participant in.

## WE WORK WITH SOME BRILLIANT PEOPLE...

*“Working with the team at Roots has been thoroughly refreshing and it’s great to work with people who are as approachable as they are. They do the easy things really well and the harder things even better. I’ve asked them to recruit from automotive qual and quant to FMCG groups - each time I’m impressed by their diligence and can-do attitude, and really appreciate the level of communication and honest feedback they give me.”*

**Rob Taylor, Morpace**

## THE TYPES OF AUTOMOTIVE RECRUITMENT WE DO

- **Car clinics – with up to 500 respondents**
- **Fly-ins and rail-ins – just leave the logistics to us**
- **Test drives**
- **In-home ethnography**
- **Group discussions**
- **IDIs**
- **Online communities**
- **Behaviour tracking with in-car cameras**







# B2B Recruitment

We live and breathe B2B market research recruitment here at Roots. After all, we know the importance of data for ongoing business development first-hand. Over the years we've got very good at recruiting professionals from a wide range of business sectors.

## KEY STRENGTHS

- We have a specialised B2B panel made up of over 3,000 business owners across the UK.
- Not only does the panel gives us access to small business owners, it also allows us to call on qualified professionals, from c-suite to director level.
- We're proud of our access to decision-makers across a range of industries, including IT and telecoms.
- We're experts in finding those in the financial services industry – including IFAs, traders, brokers and private bankers.

## WE'VE WORKED WITH CLIENTS ON BEHALF OF:

- **JP Morgan**
- **Bloomberg**
- **HSBC**
- **Talk Talk Business**
- **BT**
- **HP**

## HOW WE RECRUIT FOR B2B MARKET RESEARCH

When it comes to B2B, we've found it best to use a combined approach, which includes the use of our in-house business panel, targeting professional networks via LinkedIn, desk research, purchased samples, targeted advertising and specialist B2B recruiters.

From biomedical engineers and robotic surgeons to c-suite top 500 professionals, we've had many profiles over the years that have just seemed impossible to access – but we've found them all the same.

As well as business professionals, we also have a great reach with trade professionals such as plumbers, engineers and electricians, as well as alternative therapists, hairdressers and chefs.

## VERIFICATION

A vital part of our B2B recruitment is verification. We never presume people are who they say they are, and always check them out on LinkedIn, visit Companies House, or contact them through their work or website.

## MOTIVATING PARTICIPATION

Recruiting for B2B market research has its own challenges. Cash incentives are less important for business professionals – the key here is motivating the participation of professional individuals to legitimise B2B research. We are experts at incentivising people to contribute to their professional field by providing excellent rationale for B2B research, explaining how the research is relevant to their business or field.

This is why we've had such success in getting business professionals on board – we understand their concerns and try to alleviate them from the start by communicating research aims in a clear, honest and transparent way.

## WE WORK WITH SOME BRILLIANT PEOPLE...

*"Roots Research are a trusted partner. They have a lot of experience of recruiting for B2B market research, whilst also working in small, consistent teams that provide a dedicated service to customers. They will go the extra mile when it is required, whilst also keeping communications short and focused when things are running smoothly."*

**Vincent Golding, SmartSat Consulting**







# High-net-worth Recruitment

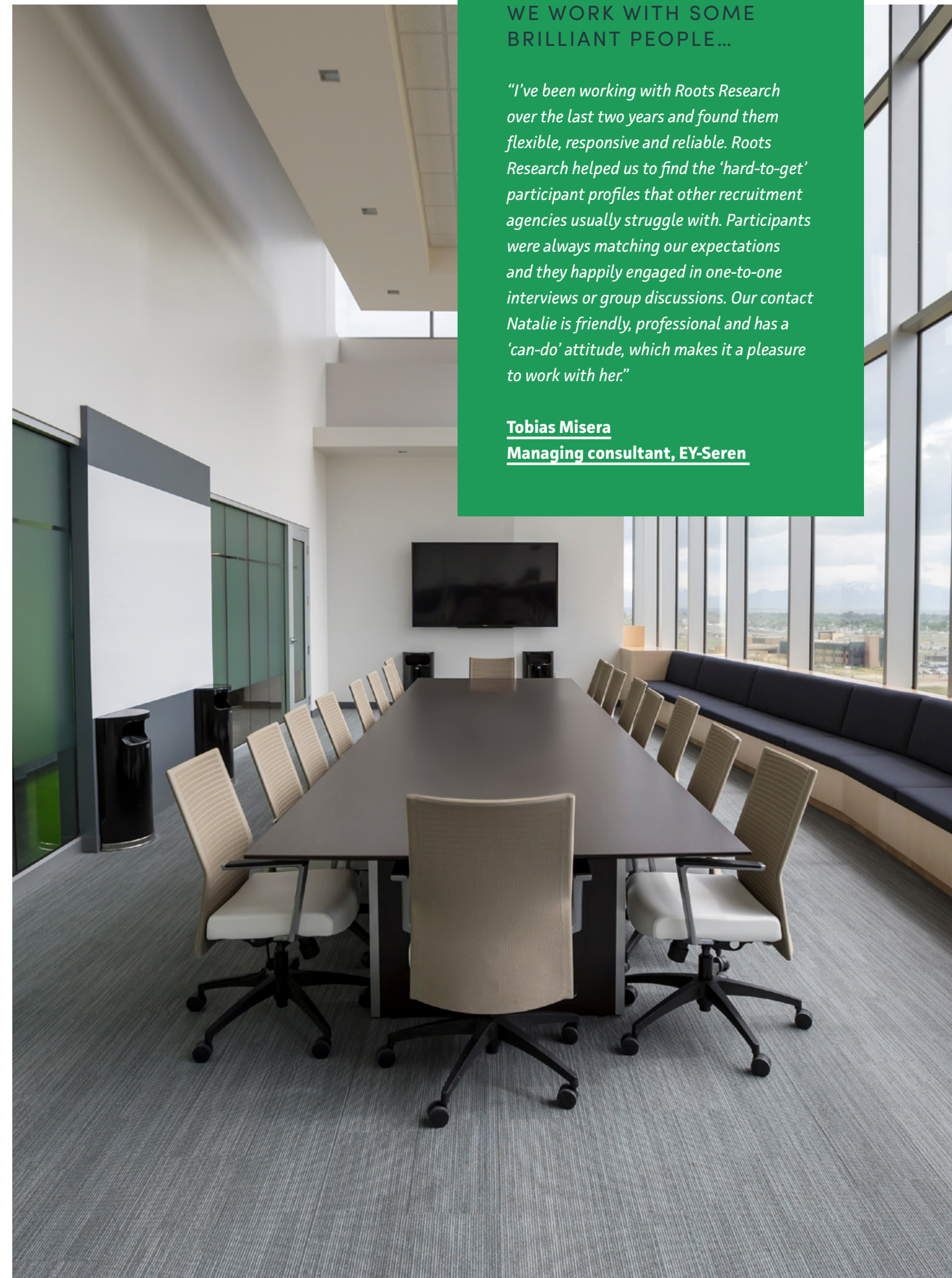
From whiskey connoisseurs and luxury watch collectors, to owners of phones that come with their own personal concierge service, we have lots of experience in recruiting both high and ultra-high-net worth individuals for market research projects.

## KEY STRENGTHS

- Our reach in this area is key to our success – we have unprecedented access to the exclusive network of the wealthy and super wealthy.
- We have respondents with a net worth of more than £20m – some are even featured on the Sunday Times Rich List.
- We also have great access to the ‘entourages’ of this audience – we’re able to call on PAs and security guards to the wealthy, artists for the rich and famous, and royal chauffeurs.

## WE’VE WORKED WITH CLIENTS ON BEHALF OF:

- **Vertu**
- **McLaren**
- **Barclays Wealth**
- **Wellington**
- **Mansion Global**
- **Maserati**
- **Jaguar Land Rover**
- **Porsche**
- **Rolex**
- **Lloyds Private Bank**



WE WORK WITH SOME  
BRILLIANT PEOPLE...

*“I’ve been working with Roots Research over the last two years and found them flexible, responsive and reliable. Roots Research helped us to find the ‘hard-to-get’ participant profiles that other recruitment agencies usually struggle with. Participants were always matching our expectations and they happily engaged in one-to-one interviews or group discussions. Our contact Natalie is friendly, professional and has a ‘can-do’ attitude, which makes it a pleasure to work with her.”*

**Tobias Misera**  
**Managing consultant, EY-Seren**





# Health Recruitment

Roots have had great success in this highly sensitive field, recruiting both medical professionals and respondents with specific health complaints. We now have a large database of potential respondents that we can call upon.

## KEY STRENGTHS

- We have trained telephonists who are used to handling people with care and concern for their welfare.
- The team has vast amounts of experience in recruiting medical professionals from surgeons and GPs to vets and therapists.
- We're also able to track down people with specific health complaints.

## WE'VE WORKED WITH CLIENTS ON BEHALF OF:

- **C4 Paralympics**
- **Health Service Ombudsman**
- **English Federation of Disability Sport**
- **NHS**
- **Department of Health**
- **British Heart Foundation**
- **Cancer Research**
- **Arthritis UK**
- **Dermalex**
- **Age UK**
- **MedSkin**

## HOW WE RECRUIT FOR HEALTH MARKET RESEARCH

When it comes to health recruitment, in addition to calling on our 100,000 strong panel of respondents, we often get recommendations from respondents who have someone in their family who suffers from health problems.

If we can't find the people you're looking for within our panel, we may turn to specialist recruitment partners who recruit older or more vulnerable respondents.

Social media has also proved a very useful source of respondents in this area.

## PEOPLE AND HEALTH CONCERNS WE RECRUIT FOR

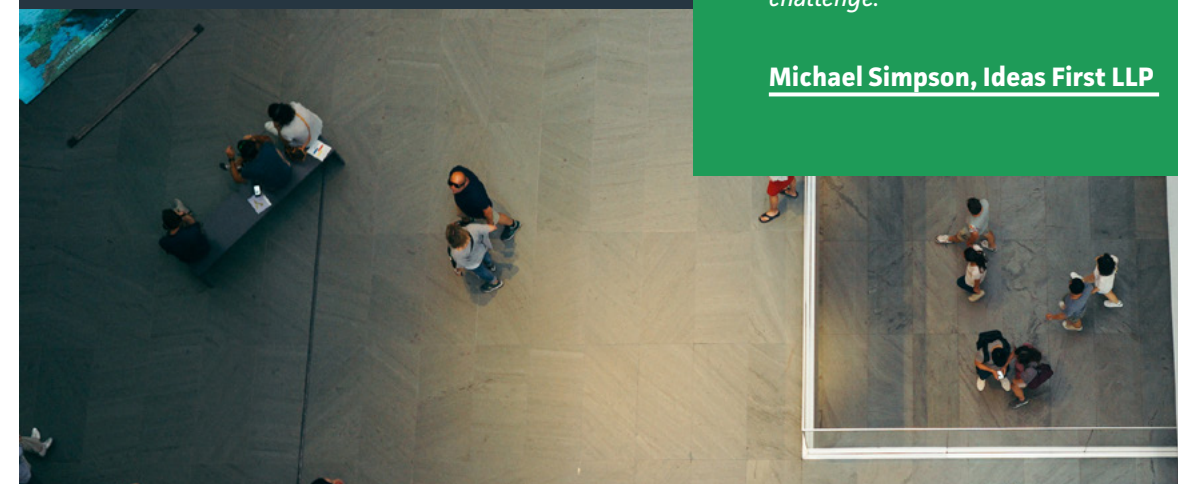
We recruit respondents with a wide range of health issues and concerns, including:

- **Type 1 and 2 diabetes**
- **Heart disease**
- **Cancer**
- **Arthritis, osteoporosis and osteoarthritis**
- **Rosacea, eczema and acne**
- **Physical impairments**
- **Social or behavioural issues**
- **Food allergies and intolerances**
- **Vulnerable consumers not registered at GP surgeries**
- **Parents who've used the NHS 111 service for their child**
- **People who use alternative therapies**

## WE WORK WITH SOME BRILLIANT PEOPLE...

*"We have been working with Roots for over two years and are delighted by their highly professional approach to recruitment and research, and their excellent level of customer service. We run global innovation projects for large consumer goods and health care companies who have very demanding standards. It is therefore critical that our research partners are able to deliver a consistent and reliable quality of service to meet the needs of a range of different projects. Roots continue to meet this challenge."*

**Michael Simpson, Ideas First LLP**







# Who we are.

## It's the people that really make a company

...and we like to think we're a particularly nice lot. Our office dogs, Charlie and Sanchez, think we're lovely, anyway (but they like everyone!).

But as well as our friendly faces and personable approach, we also have lashings of industry experience to call on.

Here's a quick look at the people who make Roots such a pleasure to work with.



### CHRIS LINGER COMPANY DIRECTOR

Having formed Roots Research in 2008 I have watched the business grow into the success it is today. This wouldn't have been possible without the fantastically dedicated and hardworking team of unique individuals we have at Roots, who all bring something different to the table.

All of this, coupled with my business partner and good friend Andy's enthusiasm and extensive business knowledge, make coming to work everyday a real pleasure.

When I'm not at work I love spending time with my family, eating out, and going for drinks with my friends. I also have a passion for live music and relish getting out in the sea on my paddle board or kayak whenever I can.

### ANDREW FOLKES COMPANY DIRECTOR

My passion has always been to make a success of whatever I can get my teeth stuck into. When I started with Roots in 2010 this became my main passion in life, and still is.

The team we have here at Roots are one of the keys to our success; everyone here is a joy to work with, which makes coming into work an absolute pleasure. Chris and I have been good friends for many years now, and this I think is another reason for our success; we share a passion for life, both in and outside of work.

In my spare time I love to travel, both abroad and across the UK (in my campervan!). My dog Charlie makes every day a total joy, we both love walking and cycling (well, I cycle!) across the South Downs as much as we can.







## CHARLEY LENNARD ASSOCIATE DIRECTOR

### What do you love most about your job/working at Roots?

Working with such a lovely bunch of people! Being part of a growing business and seeing how we continually evolve as we grow – I’m always learning. No two projects or days are ever the same - it keeps things exciting! Most importantly of all, I never clock watch.

### What do you love most about life?

Family, holidays, yoga, reading, sunshine, dancing, laughing, and eating delicious food.

## NATALIE KEEN-HAUDIN ASSOCIATE DIRECTOR

### What do you love most about your job/working at Roots?

I love the variety of the projects we get to work on; they always keep us busy and on our toes. It also helps working with such an amazing team of people (and animals!).

### What do you love most about life?

I love my dog, Sanchez, and the fact that he comes to work with me and is part of the Roots team.

## LULU BAKER SENIOR PROJECT MANAGER

### What do you love most about your job/working at Roots?

The people at Roots make this a great place to work – they’re friendly, welcoming, and helpful down to a T. The variety of work is also amazing; one day you’re recruiting for the BBC and another for McLaren; one day you’re talking to people who buy frozen ready meals, and the next to those who have just moved to the UK. I really enjoy working on hard-to-find participants that you’d think you’d never be able to track down – everyone likes a challenge!

### What do you love most about life?

I like to keep my mind busy, so learning new skills and meeting new people is really important to me - from comedy and radio to community projects and talks, I’m usually somewhere saying hello!

## TYLER SLADE PROJECT MANAGER

### What do you love most about your job/working at Roots?

The people, the diversity of projects, the dogs, the snack draw, and the beer fridge.

### What do you love most about life?

I’m music lover of all genres (well almost all), as well as a Guinness man, footy fanatic, and devoted family man.

## CARMEL MCDERMOTT PROJECT MANAGER

### What do you love most about your job/working at Roots?

The close-knit, fun and hardworking team. We work on a wide range of different projects, so there are lots of interesting challenges!

### What do you love most about life?

Spending time with friends and family, going out for dinner and drinks, or to music and beer festivals. Trying to keep fit and healthy – I’ve just completed a half marathon! I used to be a keen Irish dancer and competed in regular national Irish dancing competitions.

## HANNAH WALKER PROJECT MANAGER

### What do you love most about your job/working at Roots?

The Roots office is a positive environment with a focus on happiness and transparency. Everybody at Roots has the same aim: to work together to do the best job we can, and get the best results for our clients. Achievements are always celebrated - we’re professional but personable too, and I think that balance is key to the service we provide.

### What do you love most about life?

Food, flowers, and fitness. Also laughing (/cackling), singing, and wine, but they don’t really fit the Fs!

## MICHELLE LIPINSKI SENIOR PROJECT COORDINATOR

### What do you love most about your job/working at Roots?

The people are lovely to work with and the weekly shop is spot on - lots of treats!

### What do you love most about life?

I love interiors, penguins, and geometric shapes.







**EDIE MEW**  
PROJECT COORDINATOR

**What do you love most about your job/working at Roots?**

The incredible team we have built over recent years, learning about something different every day, and the challenges we face as individuals and as a team.

**What do you love most about life?**

The things I love the most are my two dogs (Orla & Lucille), they can cheer anyone up on a rainy day! My biggest hobby/passion is music; I'm currently in the process of building my vinyl collection.

**HANA O'CONNOR**  
PROJECT COORDINATOR

**What do you love most about your job/working at Roots?**

My favourite thing about working at Roots is the

people - you couldn't ask for a friendlier, funnier bunch, both at and outside of the office. I never dread coming to work.

**What do you love most about life?**

My passion in life is travel! I've made it my goal to go to a different country every 3 months; so far, so good but I'm due a mini city break soon (yes!). I also love dogs, reading, the beach, beer etc. Brighton has everything you could ask for, really.

**SOPHIE MYERS**  
PROJECT COORDINATOR

**What do you love most about your job/working at Roots?**

Talking on the phone to lots of different people!

**What do you love most about life?**

I love music, collecting vinyl, and photography.



# Still need convincing?

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- Maintaining high attendance levels for optimum results
- Devising innovative solutions that are fully bespoke
- Delivering a comprehensive research fieldwork service

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