

About Dialego



Dialego is an international market research agency that has maintained the speed and flexibility of a start-up. For over 12 years, Dialego's creative minds and award-winning products have delivered innovative ideas and excellence in actionable results. Dialego's business units are online research for innovation and communication as well as Social Media research, which filters client-specific information from Social Media on a daily basis.

Dialego methodologies are unique in creating new ways to discover amazing insights. Our tools combine qualitative and quantitative feedback for the first time, giving insights that truly reflect the voice of the individual consumer. Armed with Dialego innovative co-creation technologies, you will see a greater interaction between your marketing and innovation teams and your consumers.

With passion, pioneering spirit and revolutionary ideas, Dialego keeps setting new standards in the international online market research industry.

About Dialego









We are thoroughbred Market Researchers

driven to open up unusual perspectives with playful questionnaires for our respondents and intuitive-visual reports for our clients.

- 🕒 Founded in 1999 by our Chief Experimentation Officer (CEO) Andera Gadeib
- 🕒 100 % Online Research
- 🕒 Headquarters in Aachen, Offices in Hamburg, London, Paris, New York
- 🕒 About 40 employees
- 🕒 Close collaboration with Universities
- 🕒 Global support of over 100 brands in 2011
- 🕒 Proprietary Dialego Access Panels: 100,000 Members in U.K., Germany, Austria, France, Switzerland and Poland
- 🕒 Reliable panel network, stretching from far East, Australia over entire Europe, selected African states to the Americas
- 🕒 More than 500,000 interviews each year

Market Trends

On our Website www.dialego.com you will find current market trends in the following areas

-  FMCG
-  Retail
-  Consumer behavior
-  PharmaTelco / Technology
-  Finance
-  Media
-  Travel
-  Social

Once upon a time there was a little garage

- 🕒 March 1999: Founding of Dialego in a little garage
- 🕒 March 1999: The first "real" office
- 🕒 March 1999: Launch SMAN
- 🕒 August 1999: Move to the loft
- 🕒 April 2000: First panel in Germany
- 🕒 April 2001: Founding Dialego Inc. New York
- 🕒 March 2006: Career of the year - Andera Gadeib
- 🕒 August 2006: Panels in Austria, Switzerland and France
- 🕒 August 2006: Biggest ever survey world wide (Dove)
- 🕒 February 2007: Launch [VisualConceptMapping](#)
- 🕒 March 2007: Start Dialego UK
- 🕒 July 2007: Start Dialego France
- 🕒 February 2009: Launch [SemanticMining](#)
- 🕒 July 2009: Launch InnovationLounge
- 🕒 February 2010: Move to the new stylish office
- 🕒 March 2011: [BrandSculpture](#) wins the Innovation Prize of the BVM

Contact

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Passionate CEO: Andera Gadeib

Our inspiring advisory board: Prof. Dr. Hans-Willi Schroiff (Head), Prof. Dr. Frank Piller, Dr. Gerd Brecht

References

We love brands and their products

Dialego has worked in virtually any industry so far.

In the last months and years we have...

...controlled heating systems with Vaillant and Saunier Duval in Spain
...developed dental hygiene products for Dr. Best ...designed
Japanese coffee cans for Coca-Cola ... tested colourful chocolate
varieties for Ritter Sport ...folded big tissues for pets with SCA ...
shaped Dove's real beauty worldwide ... combined sweets in Italy for
Ferrero ...discovered new food for thought for women with
Verlagsgruppe Milchstraße ...visited US American bathrooms for
BASF ...thought over new beer for packs with Carlsberg ...discovered
a shower paradise for duschdas ...counted frozen peas for iglo
...cleaned dogs for Swirl ...put new varieties of cream cheese on one's
bread for Philadelphia ...created new delicious chocolate apparel for
Lindt ...thought about the next generation of shower gel with Henkel
...explored coffee worlds for Tchibo ...cooked soup with Knorr ...tested
„e-frogs“ for the Power supplier STAWAG ...designed car seats with
Faurecia ...watched Spanish women cleaning for Vileda ...looked in
pots for Fissler ...painted computer mice for Microsoft ...put tomato
ketchup on shelf for Heinz and vacuum-cleaned for Bosch-Siemens-
Hausgeräte in Sweden.