



SWG

*There is nothing
so stable as change*
Bob Dylan, 1963

Company overview

History and innovation

Founded in Trieste in 1981, SWG has been developing and producing with extreme care and precision market surveys, opinion and institutional polls, sector studies and monitoring centres, analysing trends and dynamics of the market, politics and society.

A forward-looking approach and the potential of new technologies applied to research have been the defining features of the company from the outset.

SWG supports its clients in making strategic decisions and developing communications and marketing by detecting, understanding and interpreting the stakeholders' thought and behaviour, taking into account the public opinion dynamics and the social, political and economic scenarios and using the most reliable and innovative methods.

“ Research is to see what everybody else has seen,
and to THINK WHAT NOBODY HAS THOUGHT. ”

Albert Szent Gyorgyi

History and innovation

From its establishment up to the present day, SWG has been through a **number of crucial stages of development**, each one corresponding to different business and technological upgrades.

In 1987 it has been the first research institute introducing the CATI method in Italy.

Since 1997, SWG has been monitoring Italian society through a continuous observatory of the Italian public opinion, a unique, complete and accurate stream of information to understand present reality and imagine future developments

In 2003 SWG expanded the system towards CAWI audience and started experimenting the Web and the mobile channel among its community that nowadays counts more than sixty-thousand members.

In 2011, after thirty years, SWG historical shareholders decided to consolidate the company. Since then the entrepreneurs *Adrio Maria de Carolis* and *Maria Cristina Salami* control SWG and implement the company operational direction.

SWG, Kratesis and Rachael human and professional capital nowadays consists of more than 50 people working in Trieste, Milan and Rome offices.

History and innovation



In **January 2017** SWG included **Field Service Italia**, a company specialized in field research, creating a single entity promoting itself to the market with a complete and integrated offer system, leader in the Italian market.



KRATESIS

Promoting and disseminating the contents of SWG, adding value to research projects by providing clients with an integrated communication activity: *Kratesis*, a strategic consulting and institutional relations company led by *Roberto Arditti*, was founded for that purpose in **2018**.



RACHAEL

In **2020** SWG, in collaboration with University of Trieste and SISSA, formed **Rachael**, a start-up that integrates demoscopic research with big data and data science.

“ Teach me the secret of man's RED FIRE.

King Luigi to Mowgli - Rudyard Kipling

”

Identity

Care and craftsmanship, constant innovation of tools, processes and contents, a reliability based on experience, methodological rigour, supervision of the whole process and on the professional ethics of our team: this is SWG identity dimension.

The progressive information systems digitalization has shattered a paradigm that has been shaping the future of humanity for centuries. Nowadays, the lack of information is no longer the problem. The real issue is how men and businesses can set free from information redundancy, **distinguish what is important from what is unnecessary**, find the appropriate ranking, translate numbers into words and, consequently, words into **sustainable solutions**.

Interpretation is vital. It has to be based on light equipment, fast yet accurate, capable of adapting to a continually changing reality but consistent. It must make tangible the links between past, present and future.

“ We know that all meanings depend on
the INTERPRETATIVE FRAMEWORK. ”

George Eliot

Mission

SWG aspires to stand out as for lightness, rapidity, mutability, accuracy and consistency and to provide answers and guidance to companies, political, social and institutional stakeholders. It is committed to face the new challenges posed by research **by meeting four requirements** that represent the **company mission**:

1

Offering its clients methodologically accurate researches carried out quickly and in compliance with rules of professional conduct.

2

Developing user-friendly products to satisfy the clients' needs while supporting decision-making processes and targeting them to the action.

3

Enriching researches with significant information closely related to the emerging phenomena to enhance the information content far beyond the expected threshold.

4

Together with the traditional techniques of data analysis implementing leading-edge technologies thus promoting a cultural change and giving the client the opportunity to be always at the forefront of best practices.

Values

Reliability

40 years of experience in market and managerial competencies

Innovation

of tools, processes and contents

Craftmanship

customised offer and focus on interpretation

Data

information collected from multiple sources

Algorithms

reliable and scalable solutions

People

professional ethics and methodological rigour



SWG

The starting point

To operate and have an impact on society, market, and politics it is crucial **to perceive the reality through different eyes** and use the right tools to catch changes and to seize the future that is already here. To achieve these goals the major problem to overcome is not having the right answer but rather **identify the right question**.

The key factors for success are the possibility to benefit of light but complete equipment, **fast** yet accurate, **capable to adapt** to a mutable and variable reality, offering **visibility and consistency** in order to make the path linking past, present and future count.



“Working together for the time yet to come”

Questions & Answers

Thanks to a partnership approach, SWG supports its clients in making strategic decisions concerning communication and marketing and offering them **data, analysis, interpretation and added value** through four processes:

- 1 COMPREHENSION:** of sedimentations and future evolution, internal and external phenomena, outcomes of the activities carried out, performances, individual actions
- 2 ANALYSIS OF THE SCENARIO:** competitive, related to the market, socio-economical, political scenario
- 3 INNOVATION:** creativity, brand, product and market, future planning and management
- 4 NARRATION:** storytelling, communication and media, participation, stakeholder



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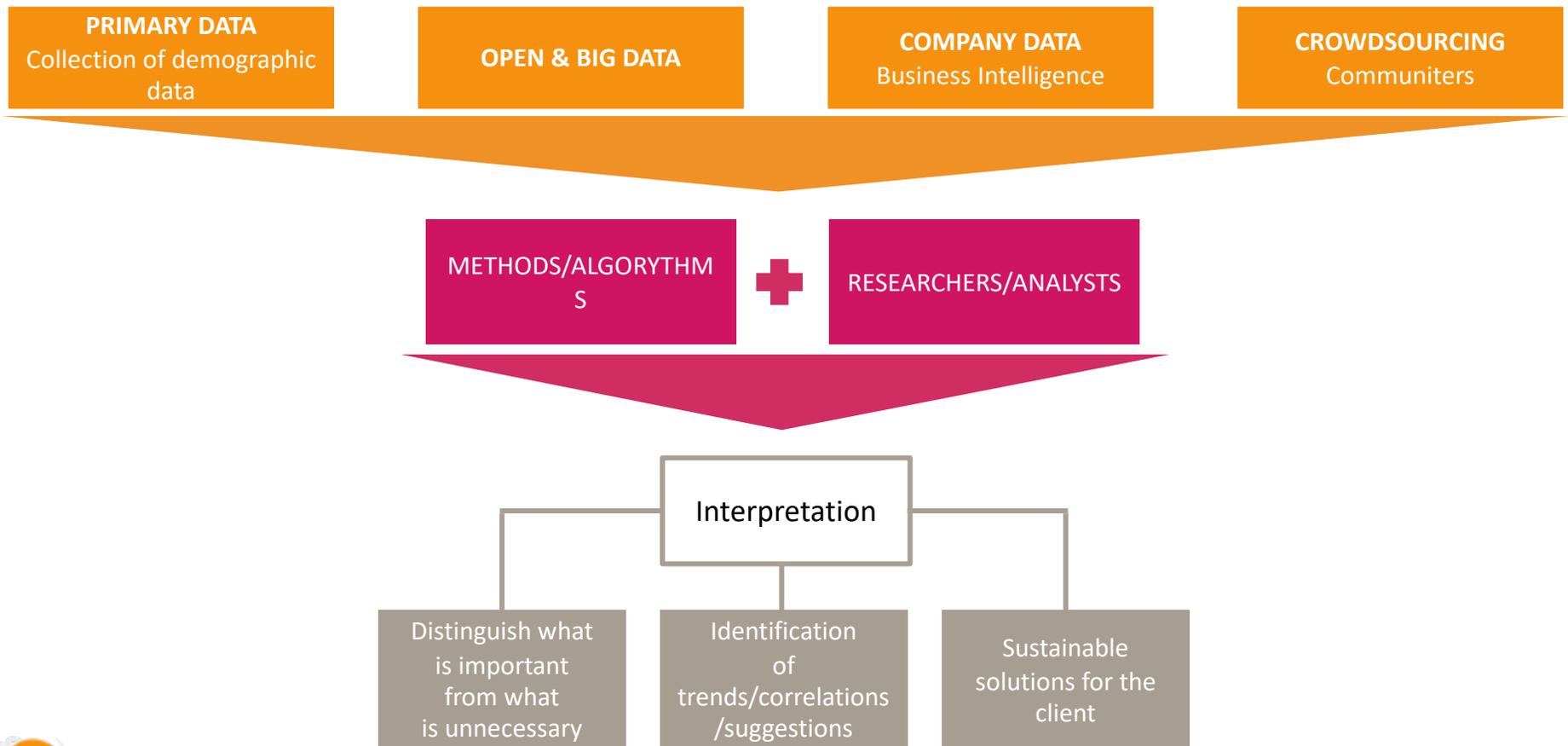
Alice: HOW LONG IS FOREVER?
White Rabbit: sometimes, just one second.

”

Lewis Carroll

Business model: Data, Algorithms & People

SWG, pure player, independent and Data Science integrated, has adopted an **innovative approach** where traditional research is integrated with Big Data interpretation and the **wealth of information** present on the Web, in the companies, in the public administration and in **crowd intelligence**.



Fields of activity

CLIENTS

Companies

Public Institutions
and political parties

Research Institutes

Third sector
and Associations

RESEARCH METHOD

Crowd
sourcing

Qualitative
Research

Quantitative
Research

Social
networks
analysis

Big Data
analytics

Business
Intelligence

OUTPUT

Socio-economic
surveys

Political polls

Observatories
Scenarios

Markets &
Innovation

Brand &
Customer

Communication
strategies

Sentiment Analysis

Big Data Analysis

Surveys on
stakeholder

Dashboard

Highlights

1981 establishment

50+ people

3 branches

100 CATI stations

300+ CATI interviewers

60,000+ online communiters

7,000+ CAPI interviewers spread on the whole national territory

Each year...

½ million+ quantitative interviews

200+ qualitative activities

100,000+ interviews to companies

2,000+ interviews to stakeholders

1 billion+ of social posts analysed in 10 languages

“ If we knew (EXACTLY) what we are doing,
it would not be called research. ”

Albert Einstein

Fieldwork

SWG fieldwork centre is in Italy, at the seat of Trieste, and offers:



A Contact Centre with 100 computerized stations and 120 telephone lines with **more than 300 interviewers** to perform surveys using qualitative CATI/CAMI methods, also in foreign languages. All the interviewers shall attend training courses, organized and held directly by SWG, and compliant to the quality certification provided by UNI EN ISO 9001/2015 standard.



An online Research Community consisting of more than 60,000 identified individuals regularly participating in both quantitative (CAWI) and qualitative (Web Discussion, Web Focus, Personal interviews) surveys and dedicated panels. Communiters have been recruited over the years through targeted campaigns on the Internet and via telephone and face to face surveys thus guaranteeing not only an appropriate social and territorial spreading but correcting the distortion effect regarding the Internet reference population. Big Data technologies supports the continuous and incremental data storage for each participant determining the reliability and feasibility level of every single parameter and the automatic suggestion of the necessary answers for the profiling activity.

Fieldwork



A network of more than 7,000 Face to Face Interviewers and Mystery Shoppers in the whole national territory for a total of more than 1,600 sample points covered. Thank to this widespread distribution it is possible to carry out surveys, mystery shopping and face to face interviews in any point of interest, both online and offline.



Rooms properly equipped for Focus Group in the 3 company branches, Milan, Rome and Trieste in addition to a network of equipped locations in the national territory.



MACP4, an integrated and multichannel software, to collect and analyse all the telephone, online and face to face, interviews. The software, developed in 1987, is constantly updated and aligned to the most innovative technologies available and to the highest standards of accessibility and reliability. The strategical choice of maintaining a proprietary software permits the utmost margin of freedom in the customization of specific functions such as Conjoint Analysis, Shelf Test technology, geo-localization with Google Maps, making thus possible to integrate the clients' information systems such as CRM systems, Loyalty systems and Database.

CATI system

Since 1987 SWG has been using its own CATI software, internally developed and of its own propriety.

The use of CATI system guarantees the quality control and consistency of the answers thanks to the software used that defines in advance the “rules” to be followed to fill in the questionnaire.

CATI system by SWG has 100 workstations at the branch of Trieste and permits, in particular:

QUICK INTERVIEWS:

casual and automatic selection of telephone numbers to contact and computerized management of questionnaire and of its distribution, also if complex;

ACCURATE SAMPLE MANAGEMENT AT EVERY STAGE (sample quota):

the software automatically controls the sample quota defined at the beginning of the research; during the survey the sample cells already used are no longer considered until the sampling project has been completed; at any time during the survey the supervisors can verify the exact sample cells filling and, if required, modify them;

ACCURATE MANAGEMENT OF THE SURVEY QUESTIONNAIRE:

automatic management of filtre variables and answers consistency in order to reduce the margin of error during the survey;

CARE AND AWARENESS FOR THE RESPONDENTS NEEDS

it will be relatively simple to make possible and subsequent telephone appointments upon specific request by the respondents.

Data collection is monitored thanks to a constant real time supervision in compliance with ASSIRM qualitative standards.

CAWI system

Since 2003 SWG has been using its own CAWI software, twin of CATI software, and to experiment the channel of **web and mobile data collection within its own community**. The software platform, totally integrated into the other company systems, guarantees consistency and interoperability of the data collected. The software includes web pages to accurately manage users accounts, for an extremely precise control of the interviewers history and answers validity. Thanks to CAWI system it is possible to:

CREATE SAMPLES FOR ANY LEVEL OF COMPLEXITY:

profiling data are constantly updated and names are selected taking into account metadata such as frequency of response, frequency of invitation, profile age, preferred channel and so forth;

CREATING FILTERS AND CONSISTENCY CONTROL IN REAL OR DEFERRED TIME:

the software works according to an advanced control logic which permits to perform real time calculations and encoding and to make decisions according to the outcome of the interview. It is possible to show the interviewee the content of previous answers, variables and pre-loaded data;

ENTER MULTIMEDIA CONTENTS

in questions or in the answer items;

GENERATE PAGES SUITABLE FOR MOBILE DEVICES

with customized and automatically operated graphic system and user interface;

MONITOR, PREDICT AND CONTROL WITH THE HIGHEST ACCURACY

The dynamic of distortion, typical of online samples compared to the reference population, through a complex data balancing technique (with recursive weightings) permits to consider the subjects present on an Internet sample according to a set of question concerning demographic classification, behaviour and attitude. Over time, this technique has proved to be successful permitting – for example – to assess with extreme accuracy the results of many election consultations.

SWG Community

MEMBERSHIP

Over 60,000 ACTIVE USERS PROFILED
on the basis of:

- census
- socio-economic class
- shopping behaviours
- media fruition
- lifestyles

METHODOLOGICAL RIGOUR

- maintenance
- control
- evolution
- expansion



ACTIVITIES

- questionnaires
- web discussions
- research communities
- recruiting for personal interviews

ENGAGEMENT

- exclusive contents
- rewarding system

SWG Community: profiling

PERSONAL DATA	Gender Age Area Citizenship Qualification
FAMILY	Marital status Children Family members Socio-economic class
WORK	Employment status Work Economic activity field
CONSUPTION HABITS	Responsibility of purchases (automobile, investments, holidays, food, household appliances, mobile phone, etc.) Purchases and consumptions (focus on automotive, technology, nutrition and financial/insurance services)
LIFESTYLES	Travels Sport Volunteering Reading habits (paper and online) Use of the Internet

Face to Face and Mystery Shopper survey system

More than 30,000 Mystery and 40,000 face to face interview over the last year

Our network is made up of more than 7,000 interviewers:

- vast, **capillary**, solid and modern
- high demographic **penetration** and **representativeness**
- determined according to an **updated database** reporting competences and experiences
- **defined** according to different methods capable of collecting information via smartphone, tablet, pc or paper

For each research:

- **selection** of the most suitable interviewers
- **customised briefings and ad hoc training**
- **local supervisors** for coordination and monitoring
- **centralized management** of interviewers to guarantee high quality standards
- **dedicated person in charge of the research**
- **qualitative control** to prove the truthfulness



SUPERVISOR

Present in every main town of the province, they **monitor** the **interviewers' performances in the field**.



TRAINING

All people involved in the survey receive instructions during **detailed briefing** sessions where the client may directly convey all the information.



DEDICATED NUMBERS

Possibility to be **constantly in contact with our interviewers** during the fieldwork.

geographical areas	Sample points	Interviewers
North West	417	1737
North East	338	1237
Centre	382	1818
South	402	1639
Islands	130	698
TOTALE	1669	7129

Observatory

Data is a powerful tool to get orientation in a rapidly changing world. Faced with today's great transformations, every day we are called upon to make courageous and conscious choices. Knowing the directions of change is essential to overcome the fear of the unknown and seize future opportunities.

Since 1997 we have provided a CONTINUOUS OBSERVATORY OF ITALIAN PUBLIC OPINION.

It is a coordinated system that analyses the country and its citizens, based on more than 60 thousand interviews per year and divided into annual and weekly surveys. Its aim is detecting changes, drives and fractures in public opinion.

Globalization challenges, consumers' needs, voters' desires, the hopes of young people, environmental awareness and new values constitute a unique accurate and complete stream of information.

Our long-standing archive contains everything you need to understand the present reality and imagine the future, also thanks to perceptive and predictive indices and indicators developed over time. Our archive is a window on tomorrow's Italy.

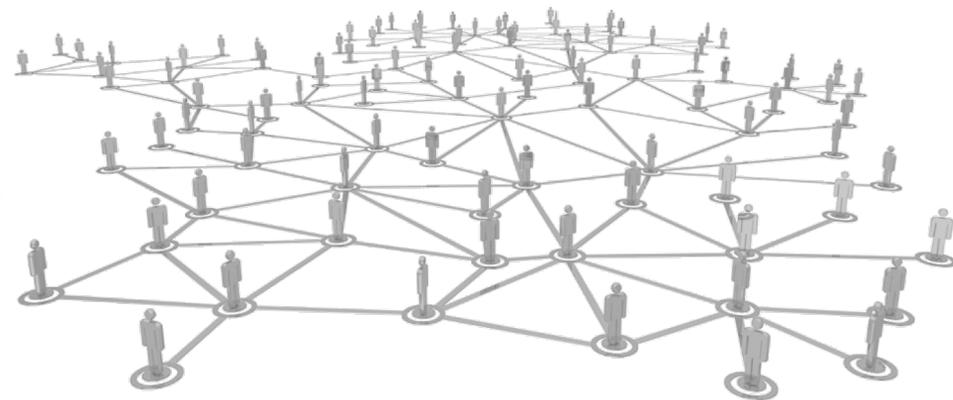
Our weekly survey integrates the great longitudinal themes with current events and trends: voting intentions, culture, tourism, work, mobility, sport and social networks.

We share our insights with all those who, like us, are curious and desire an in-depth understanding of every phenomenon.

Results are published every week on SWG's website and disseminated through our **Newsletter** and social networks.

Web Analysis e Social Reputation

- 1 Market View:** What are the comments online about a **product**? Which the **issue** the product is associated to? Which **consumers categories** are going to use the product? What are the product's **strengths and weaknesses**?
- 2 Activities impact:** is my **marketing activity** effective in influencing my social reputation? And what about the **sales trend**? How the **scandal** had an impact on the way I am perceived?
- 3 Nowcasting:** How can I take advantage of Big Data to **anticipate the trend before others do**? How can I find **new markets**?
- 4 Reputation:** **What people say** talking about me? And what about an event I have organized? What people **like** and what don't like (and **why**)? Who are my **competitors**?
- 5 Influencer:** Who are the real **influencers** on a issue and which is their network?
- 6 Content generator:** How do **people feel** about that issue?
- 7 CRM activities:** What my clients do **complain** about? Which are their main problems?



Certification and membership to associations of the industry

SWG is member of:

- **ASSIRM:** Italian trade association, founded in 1991, grouping the main players in the field of opinion polls, market research and social research. The ASSIRM associates shall respect a code of ethical conduct and quality standards inspired by ISO 20252 principles.
- **ASSEPRIM:** at national level, ASSEPRIM, a Federation member of Confcommercio-Imprese per l'Italia, represents about 700 companies providing Professional Services to businesses.
- **MSPA - MYSTERY SHOPPING PROVIDERS ASSOCIATION:** association grouping the main European founders of mystery shopping services.
- **ESOMAR:** international association for market research and opinion that performs category educational, legislation, regulatory and representative activities with public and private bodies (European Union, States, business associations). Members undertake to respect the International Code on Market and Social Research (ICC / ESOMAR).

Certificazione di Qualità

Since 1999 SWG has been providing UNI EN ISO 9001 certification to offer its clients working standards in line with the international clients best practices. Over the years the scope of the validation process has been extended to technological innovations and now covers also web procedures. SWG **Quality system** is certified with the new version of **UNI EN ISO 9001: 2015**.

Financial statement certification

Since 2011 SWG has been submitting its financial statement **to audit and certification** by an external auditor.

Organization, management and control model – Code of Ethics

SWG has adopted an **Organizational, Management and Control Model** pursuant to Legislative Decree. 231/2011 to prevent the crimes provided for by the decree and has entrusted a Supervisory Board, with independent powers of initiative and control, to monitor the implementation and observance of the Model as well as its updating.

The model is part of a broader policy pursued by SWG and it is designed to promote fairness and transparency in the activities and in the relationships with third parties. The model is also part of the **Code of Ethics**, a self-regulatory instrument that contains voluntary commitments, in addition to the requirements as under Decree. 231/2001, accepted taking into account the expectations of the different stakeholder.

“There is nothing so stable as change”
Bob Dylan



Values, behaviours, preferences, consumption and political choices. Reading and anticipate them is our mission.

Founded in Trieste in 1981, SWG has been developing and producing with extreme care and precision market surveys, opinion and institutional polls, sector studies and monitoring centres, analysing trends and dynamics of the market, politics and society. SWG supports its clients in making strategic decisions and developing communications and marketing by detecting, understanding and interpreting the stakeholders' and public opinion's thought and behaviour, taking into account the dynamics of the social, political and economic scenarios and using the most reliable and innovative methodologies.

- ✓ **RELIABILITY**, 40 YEARS OF EXPERIENCE IN MARKET AND MANAGERIAL COMPETENCIES
 - ✓ **INNOVATION**, OF TOOLS, PROCESSES AND CONTENTS
- ✓ **CRAFTSMANSHIP**, CUSTOMISED OFFER AND FOCUS ON INTERPRETATION
 - ✓ **DATA**, INFORMATION COLLECTED FROM MULTIPLE SOURCES
 - ✓ **ALGORITHMS**, RELIABLE AND SCALABLE SOLUTIONS
- ✓ **PEOPLE**, PROFESSIONAL ETHICS AND METHODOLOGICAL RIGOUR

SWG S.p.A. - Benefit Corporation since December 2022

SWG is member of ASSIRM, ASSEPRIM, MSPA, and ESOMAR. Certified management system in accordance with UNI EN ISO 9001:2015. Privacy Policy in line with GDPR.

SWG S.p.A., consistent with the common benefit objectives incorporated in the company's bylaws and Code of Ethics, has obtained gender equality certification in accordance with UNI/PdR 125:2022 practice.

The purpose of the Business Gender Equality Certification System is to promote the adoption of policies for gender equality and women's empowerment at the company level and thus to improve women's ability to access the labor market, leadership and work-life time harmonization.

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