

No boundaries—
on land or in
our minds

**We refuse to acknowledge barriers,
be they between different media or
different countries.**

Unlike some of our competitors, our focus is not on the old advertising model. We can look beyond the 30-second TV campaign to whatever works best for our clients.

We've created a market research company with no national identity and no head office.

Synovate's CEO, CFO and COO are all based in different continents. In this way, we thrive on borderless cooperation, rather than competition. Our headquarters are where our clients want them to be.

We are flexible, independent and, above all, different.

