m1nd-set celebrates new year with record performance

By **Hibah Noor** on January, 8 2019 | Airlines & Airports

Swiss research agency m1nd-set has announced strong performance in 2018 with both record turnover and the highest growth figures yet for the agency.

m1nd-set, which experienced double-digit turnover growth in 2017, reported 22% growth in 2018, thanks to a significant upsurge in the number of new clients from various categories, growing business from existing long-term clients, and the increasing success of m1nd-set's data tool, Business 1ntelligence Service (B1S).

B1S is a subscription-based interactive tool, which consolidates traffic data and forecasts with m1nd-set's proprietary shopper research, using sophisticated cross-analysis capabilities. The strongest growth area in terms of research focus is from the Asia region, according to m1nd-set.

On the back of its growth, m1nd-set made three new appointments in 2018 in the research analyst team. Recent appointments include Anna Marchesini, Camilla Estrada and Guillemette Canet as Project Managers in the Travel Retail Research and Airs@t (the world's largest syndicated airline satisfaction survey) teams.

Owner and CEO Peter Mohn said the growth stems from the agency's developing consultancy business as well as the core research activities.

"Clients are increasingly looking to us to conduct in-house trainings and workshops to educate the sales and marketing teams on the subtleties and differences, as well as the common traits, in the behavior of shoppers from different world regions and across different nationalities.

"There is a strong growing interest also in the importance of new touch points in travel retail, and how the shopper journey is evolving significantly as shoppers react and interact differently with the fast-developing technology solutions."

He concluded: "The m1nd-set USP is our business knowledge in combination with unique and unparalleled presence, with teams conducting face-to-face research at around 60 airports on all continents across the world. This enables us to obtain far greater accuracy in the shopper analysis than most agencies, which recruit shoppers through online databases to complete surveys."