



Part of tns

The BMRB (British Market Research Bureau) Omnibus is a market leader and one of the most established omnibus services in the country. Its clients include Government departments, media owners, high street outlets, food retailers, consumer goods manufacturers as well as financial companies. Omnibus research surveys carry more than one client and are set up to run to a specified schedule with consistent samples.

Market

With recent consolidations, there are now only three market research companies in the UK able to offer Online, Face to Face, and Telephone Omnibus surveys. These players, namely Ipsos MORI, GfK NOP and TNS/BMRB Omnibus, are able to run short questionnaires to large-scale sample groups, achieving reliable results with a fast turnaround. Data on market sizing, awareness, brand trackers and attitudes can be gathered.

Product

The BMRB Omnibus is a weekly survey which interviews 2,000 different adults, Face to Face every week. The sample is representative of the population of Great Britain by age, sex, social grade and region. It is regarded as being the most accurate survey available for the price in the country – hence its use by so many social research clients.

The BMRB Omnibus team also manages a full range of projects across telephone and online methodologies and can provide a comprehensive global omnibus service.

The BMRB Omnibus is used to place questionnaires for the Target Group Index, the largest independent survey encompassing the use of products, services and media consumption.

BMRB Omnibus prides itself on delivering high quality research and is committed to continually improving and maintaining standards. It is independently audited twice-yearly by Marketing Quality Assurance (MQA) and is certified as working to the ISO 9001:

2008, and ISO 20252 the new international standard for market research.

This policy on quality enables the organisation to promote and support a management system and environment that is designed to continually improve performance, increase efficiency and share BMRB Omnibus' expertise internally.

Achievements

The most recent full-year data shows the BMRB Face to Face and Telephone Omnibus surveys have 24 per cent market share – one of the leaders in the market.

The BMRB Omnibus Consumer Confidence Survey is provided free of charge to BMRB Omnibus clients and to other companies in the WPP Group (of which BMRB Omnibus is a part). Thus it is used for forecasting by major ad agencies, consultancies and other market research companies in the Group. In addition, some of BMRB Omnibus' clients use the Consumer Confidence as classifications for their own tracking studies.

Recent Developments

Following the acquisition of TNS by the WPP group, BMRB has been merged into TNS with the BMRB Omnibus becoming part of the TNS Omnibus department – making it the largest in the UK.



BMRB Omnibus continues as a brand within TNS with its own portfolio of blue chip clients.

Promotion

Omnibus research is one of the most straightforward market research techniques which can be commissioned by clients with a basic understanding of research. Once a



client has used an omnibus methodology it tends to stay in their mind as a potential information gathering option. Therefore, the BMRB Omnibus promotional strategy has two strands. Firstly, to educate non-users about the opportunities provided by omnibus research and secondly, to remain front of mind amongst past and present users.

The main source of promotion is via marketing and research trade press advertising as well as mailshots of the Omnipresence newsletter. This publication contains case studies, product information, ratecard costs and contact details.

Another key promotional tool is the BMRB Omnibus website. The main aim of which is to provide information on how omnibus surveys work and what they can do. Information is presented in an accessible way, free of 'research jargon'.

Brand Values

BMRB Omnibus aims to be the 'blue chip' provider in the marketplace. It strives to achieve this by ensuring that all the surveys it runs conform to the highest possible research standards.

The organisation's culture is client-focused and is comprised of highly trained executives with high quality standards. By offering the full suite of omnibus services and having executives who are able to offer the best possible advice, the BMRB Omnibus strives to provide the 'highest quality' unbiased omnibus service available. It also seeks to be the 'provider of choice' for the media and social research sectors by providing added value and specialist expertise in these areas.

bmrb-omnibus.co.uk



1933	1934	1939	1969	1987	1997
The British Market Research Bureau is set up, making it the longest established research agency in Britain.	One of the earliest and largest studies on newspaper readership for the Daily Herald is carried out.	BMRB is one of the first agencies to conduct major surveys for Government, including a survey for the Ministry of Food to monitor wartime rationing.	BMRB develops the Target Group Index (TGI), which has since become a standard trading currency for the UK media sector.	BMRB joins WPP Group plc.	It becomes the first to conduct Multi-Media Computer Aided Personal Interviewing (MM CAPI) nationally.

Things you didn't know about BMRB Omnibus

Research from the BMRB Omnibus has been used as admissible evidence in court cases.

Data from the BMRB Omnibus can be merged with the Target Group Index to give comprehensive information on the usage of products and media services as well as media consumption.

Every other major omnibus supplier has sub-contracted work to the BMRB Omnibus.

The BMRB Omnibus works to the highest possible quality controls available in the research industry.

2005	2007	2009
Also in 1997, BMRB conducts its first web-based research project – a readership survey for The Lancet.	BMRB and Henley Centre HeadlightVision launch the Institute for Insight in the Public Services (IIPS).	BMRB Omnibus is merged into TNS.