



# CENTRE FOR APPLIED RESEARCH

The consulting company which provides a wide range of political and marketing services.  
Our **mission** is to build a reputation that will work for you. We:

●  
Provide you with reliable  
and up-to-date  
information to help you  
to make the right decision

●  
Give recommendations  
for the best solution  
of your issue

●  
Make your brand  
well-known

**YOUR SUCCES IS OUR RESPONSIBILITY**

**The Centre for Applied Research** was founded in 2013. The organization staff consists of 5 experts:



**Andriy Karakuts**

Head of “Centre for Applied Research”,  
PhD in History



**Yuriy Schedrin**

Director of “Centre for Applied Research”



**Oleksandra Davymuka**

Project Coordinator of “Centre for Applied Research”



**Mykola Zamikula**

Expert-analyst in International Relations and Communications,  
PhD in History



**Ihor Zheliezniak**

Specialist in artificial intelligence systems and software developer,  
PhD in History

During all years of its work the company has conducted more than 80 quantitative and qualitative sociological researches, including national, regional and sectoral work.

Our clients include “Shell Ukraine”, Holding “Portinvest”, Konrad Adenauer Foundation in Ukraine, law firm “Illiashev & Partners”, online-media “Obozrevatel”, companies “PR-Service” and “Veneto”, Neighbourhood Residential “Rybalsky”, NGO “Centre for International Security”, New Europe Center, deputies of the Verkhovna Rada of Ukraine and other well-known public figures.



During its work with **«Shell Ukraine»** the Centre conducted a sociological survey "Citizens' attitude to exploring and extraction of non-traditional gas in Donetsk region". 24 focus-group surveys were conducted in four districts of the region. Shell has decided to identify the areas of work based on the survey results

In 2013, the Centre conducted quantitative and qualitative researches for Holding **«Portinvest»** in the cities of Mariupol, Sevastopol and Yuzhnyi. The researches made it possible to assess the attitude of the population to the development and modernization of port infrastructure, other current activities of the Holding

At the request of the company **«PR-Service»**, the Centre conducted two nationwide surveys: "Political Leadership: What Ukrainians Expect from Potential Participants in the Presidential Election Race" and "3D-profiles of Participants in the Presidential Election Race-2019". The sample for each survey was 2100 respondents

Within implementation of the project **«Security Passport of Ukraine»**, the company conducted qualitative and quantitative researches in 17 regions of Ukraine. The organization of questionnaires and focus-group surveys helped to identify the attitude of the population on researched territories to regional risks and threats. The proposed recommendations based on the received data were sent to international organizations and public authorities

In 2019, the Centre participated in the implementation of the project **«Ukrainian Frontier: Challenges for Transcarpathia and Black Sea Coast region»**. Maps of problems for 9 districts of three regions of Ukraine were developed and recommendations were proposed on the basis of sociological research

Specialists of the Centre worked with a number of public figures to promote their image and awareness on Facebook. Among the achieved results there is an increase in the number of subscribers of the Client's public page per year from 4 to 185 thousand unique users. The Client's video appeal in 3 days received coverage of 1.25 million people, 630 thousand of which watched the offered content and left 83 thousand reactions (likes, shares, comments)

#### Performance for Your Post


**1 268 534** Охоплення аудиторії


**630 495** 3-Second Video Views


**83 225** Реакції, коментарі та поширення


**42 170**  Подобається **20 394** До допису **21 776** До поширень

**2 640**  У захваті **1 485** До допису **1 155** До поширень

**124**  Ха-ха **50** До допису **74** До поширень

**117**  Овва **49** До допису **68** До поширень

**84**  Сумно **58** До допису **26** До поширень

**479**  Злість **366** До допису **113** До поширень

**4 627** Коментарі **2 156** До допису **2 471** On Shares

**33 005** Поширення **32 523** До допису **482** До поширень

## During working with social networks (Facebook, Instagram, YouTube, Twitter) we offer:

Analysis and segmentation of an audience in a certain territory, creation of Client profiles

Micro-targeting of audience, including by mobile phones and email addresses base (targeting specific people or similar audience); by geolocation (coverage of the population of a certain part of the city, the whole city, district, region)

Creating a network of commentators and disseminators of Client's information

Writing and preparing messages for segmented audience

Voters' agitation, mobilization or demotivation



The Centre has experience in conducting political campaigns - presidential, parliamentary and local. Candidate support includes the following services:

