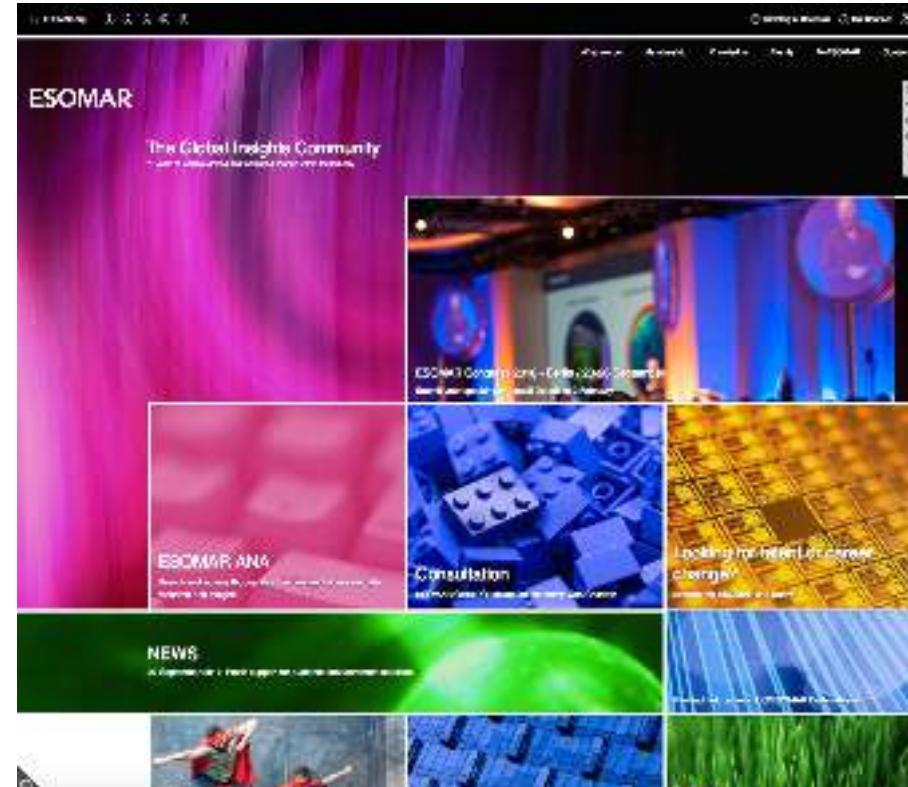
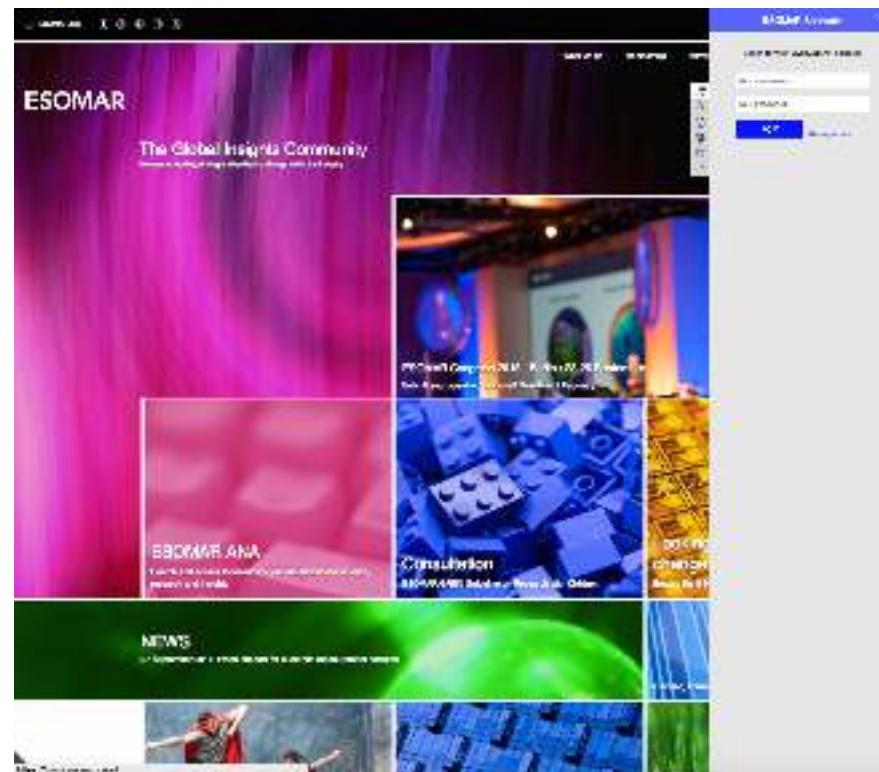
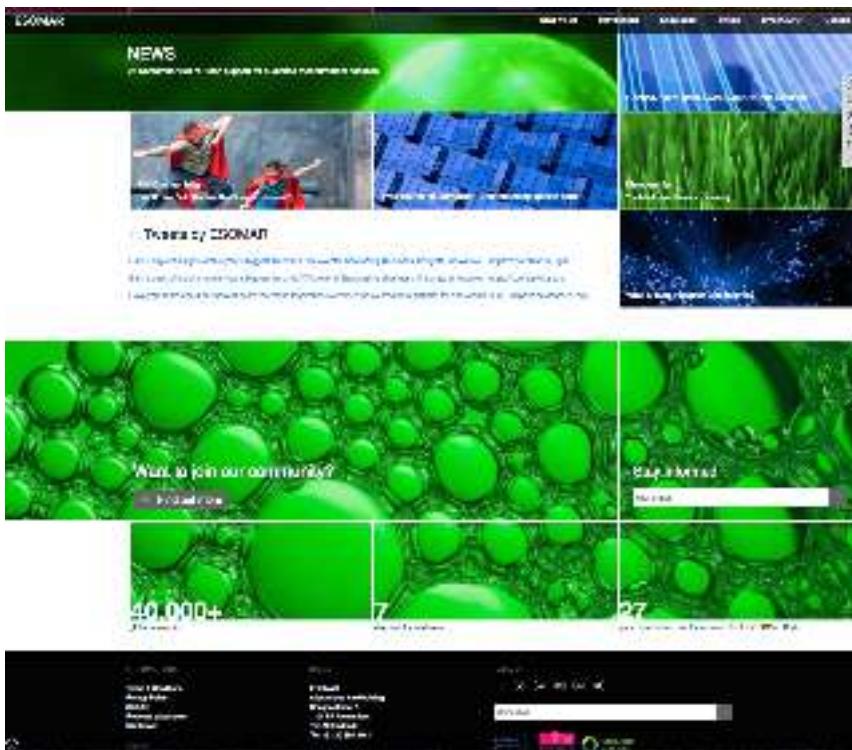


ESOMAR Website 2016 vs 2017 Homepage



ESOMAR

ESOMAR Website 2016 vs 2017
Homepage 2017 – scroll down
and side menu

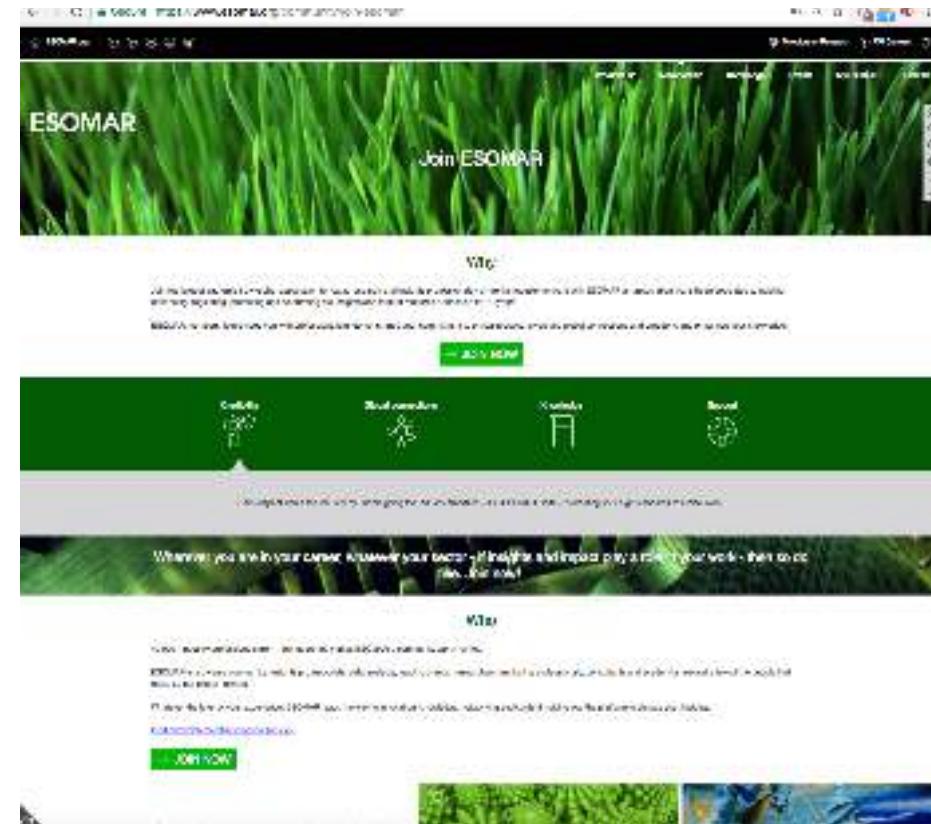
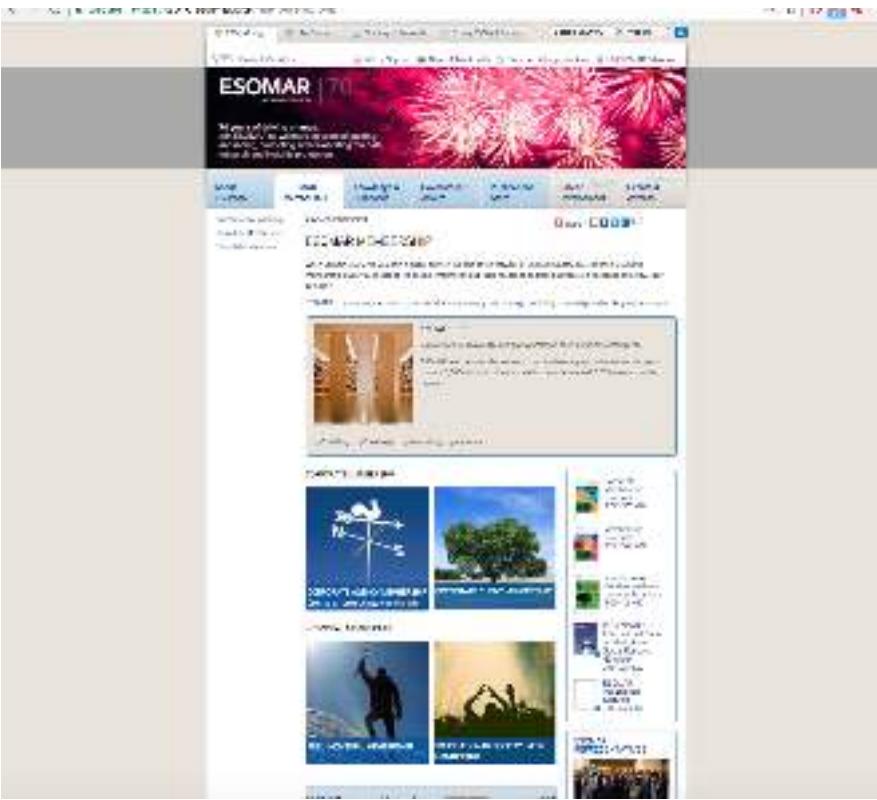


ESOMAR Website 2016 vs 2017 Standards Page

The screenshot shows the ESOMAR website's 'Standards' page. The header features the ESOMAR logo and navigation links for Home, About, Events, Resources, News, and Contact. Below the header, there's a large red banner with white text. The main content area has a light beige background. It includes a section titled 'CODES & STANDARDS' with a sub-section for 'CODE OF PRACTICE'. There are several small images illustrating research concepts like 'Qualitative', 'Quantitative', 'Surveys', and 'Interviews'. At the bottom, there are footer links for 'CODES & STANDARDS', 'CODE OF PRACTICE', 'CODE OF CONFIDENTIALITY', and 'CODE OF CONDUCT'.

The screenshot shows the ESOMAR website's 'Standards' page from 2017. The header features the ESOMAR logo and navigation links for Home, Members, News, and Contact. The main content area has a dark blue background with a wavy pattern. A prominent banner at the top reads 'ESOMAR Standards'. Below the banner, there's a brief description of the International Code. The central part of the page features the 'ICOI - ESOMAR International Code on Market, Opinion and Social Research and Data Analysis' with a large number '1'. Below this, there are three columns: 'Our standards', 'Principles of Marketing', and 'Marketing Research'. Each column contains a short description and a link. At the bottom, there's a footer section titled 'Building our members' with icons for 'Find members', 'Meetings', 'Join your peers', and 'Get expert resources'.

ESOMAR Website 2016 vs 2017 Membership Page



ESOMAR Website 2016 vs 2017 Standards Page (cont'd)

This screenshot shows the 2016 version of the ESOMAR website's standards page. The top navigation bar includes links for Home, About Us, News, Events, Resources, and Contact. A sidebar on the left contains sections for Codes of Ethics, Codes of Practice, and Codes of Conduct, each with a 'View Details' button. The main content area features a large image of four people, a quote from the President, and a 'CODES OF PRACTICE' section with a 'VIEW DETAILS' button. At the bottom, there are links for 'CODES OF ETHICS', 'CODES OF CONDUCT', and 'CODES OF PRACTICE'.

This screenshot shows the 2017 version of the ESOMAR website's standards page. The top navigation bar includes links for Home, About Us, News, Events, Resources, and Contact. The main content area has a green header with the text 'Whatever you are in your career, whatever your sector - all insights and insight play a role in your work - there's no one job like it'. Below this, there are several sections: 'CODES OF PRACTICE', 'CODES OF CONDUCT', 'CODES OF ETHICS', and 'CODES OF PRACTICE'. Each section includes a 'VIEW DETAILS' button and a small image. The bottom of the page features a footer with links for 'CODES OF PRACTICE', 'CODES OF CONDUCT', 'CODES OF ETHICS', and 'CODES OF PRACTICE'.

ESOMAR Website 2016 vs 2017 Standards Page (cont'd 2)

The screenshot shows the homepage of the ESOMAR website from 2016. At the top, there are two large images: one of a person climbing a mountain and another of a swimmer. Below these are several smaller images and sections, including a "Meet the Team" section featuring a group photo of four people. The left sidebar contains a navigation menu with links like "Home", "About Us", "Events", "Research", "Education", "Member Benefits", "Contact Us", and "Log In". The right sidebar has links for "Member Log In", "Join ESOMAR", and "Search". The footer includes a "Site Map" and "Feedback" link.

The screenshot shows the homepage of the ESOMAR website from 2017. The layout is more modern and visually appealing. It features a large green background image of a landscape. A prominent green banner at the bottom contains the text "Join the team" and "Member Benefits". To the right of this banner, there are several green boxes with white text, each containing a small icon. The footer is dark green with white text, including "Search for Members" and a search bar.