



Up! Novel marketing and consulting solutions



MarketUp Consulting Group



MarketUp
Consulting Group

- **8 years** on the market of research and consulting
- Over **300** research and consulting **projects**
- Over **100** Russian and foreign **customers**
- Own field force – more than interviewers **300 interviewers** in Moscow, supervisors and partners in all big cities of Russia and CIS
- **4 books** about marketing research and consulting
- Over **30 “round-tables”, seminars and master-classes**



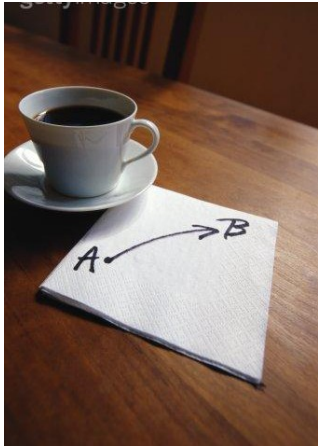
Specialization

- MarketUp specializes on **complicated multi-purpose projects** in the field of marketing research, strategic marketing and management consulting.
- **Examples?** Quantitative interviews with real-estate buyers with monthly income from \$15000, interviews with top-managers of telecommunication companies, concepts and business plan of the multi-functional trading and office center. If other companies are hesitating to handle your project, just call us.
- We also successfully use **Individual approach** working with mass-market projects, enabling our Customers get more information compare to standard marketing studies and panels of consumer behavior
- **Unique syndication studies.** Along with Ad Hoc projects we offer UpConsumer Monitor – the first syndication quantitative monitoring of high-yield consumer behavior .

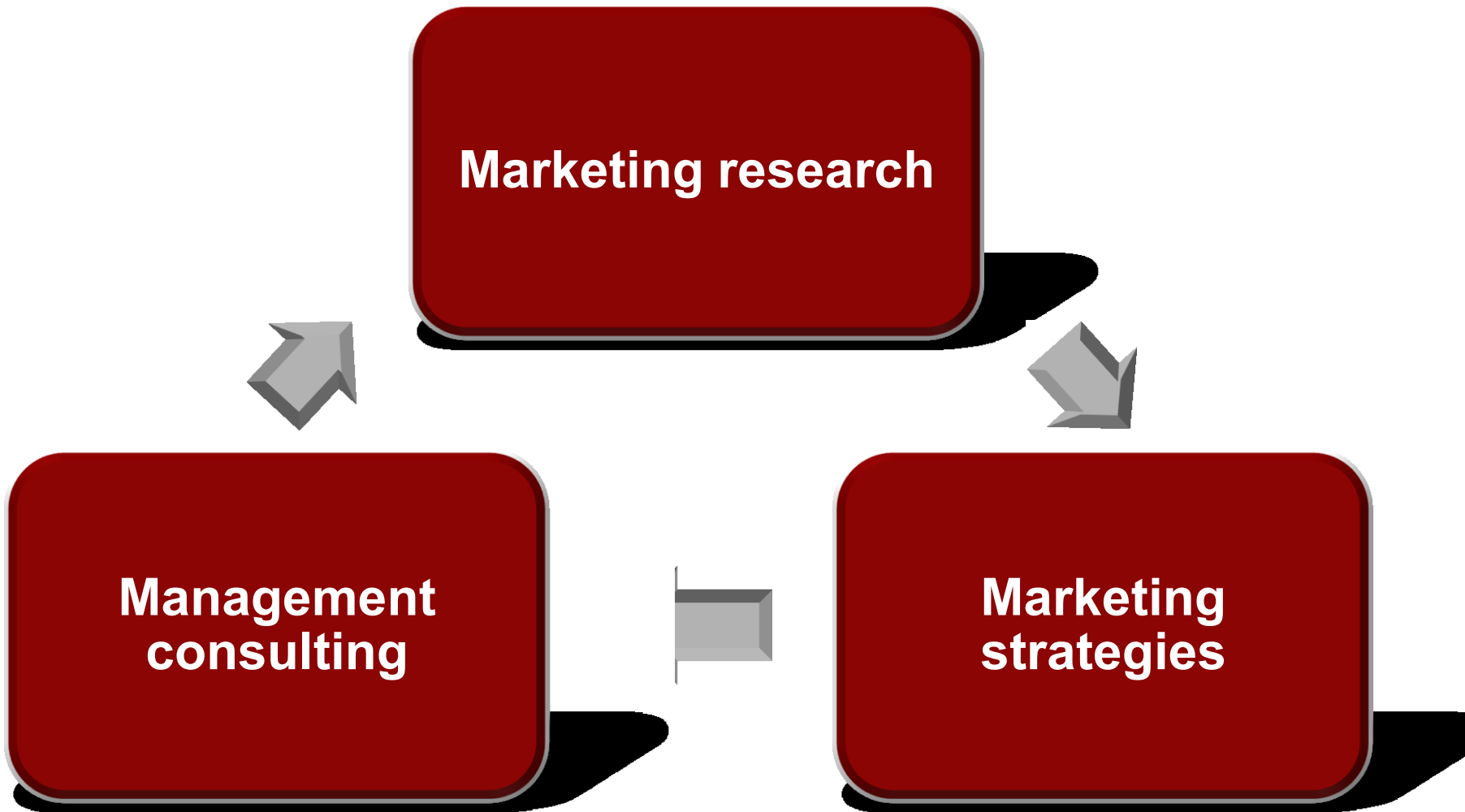


Features

- **Welcome to marketing boutique!** Individual approach to Customer's tasks: we have no «line» for the production of reports. The project is being conducted in close friendly contact with you.
- **B MarketUp theory connects with practice!** Part of our experts has an academic background in addition to practical experience. To solve large-scale tasks we invite experts and consultants from the academic and business environments.
- **Research? Strategy!** Unlike many research companies, which simply record the «market picture», we offer strategic and practical marketing solutions.
- **Innovations!** MarketUp professional team is consistently looking for new opportunities for market research, develops own methodologies and implements a number of novel projects.



Our services





Marketing research

We offer **a full range of marketing studies** to the development of effective solutions for your business:

- Competitive environment analysis
- Consumer studies
- Market segmentation
- Positioning
- Branding
- Price monitoring
- Advertising and promotion effectiveness studies
- Market development forecast

Methods of research

- Quantitative (all types of surveys, testing, Store Checking, Retail Audit)
- Qualitative (group methods, in-depth interviews, expert interviews, observation, Mystery Shopping, projective techniques)
- Desk Research



Geography

We have our own supervisors or agencies - permanent partners in all Russian regions



**Experience of full scale all-Russian research:
more than 40 regions, over 20 thousand
respondents per month.**

In the CIS and Baltic States - agencies - permanent partners

In other countries we work with a network of GFK companies

How we conduct research

- 1. Customer – active participant of research process:**
 - Before developing research program and tools we are working closely with the Customer examining and discussing the situation in the Customer's company and on the marketplace
- 2. Optimal selection of research methods:**
 - Minimizing cost: the maximum utilization of available information and secondary data
 - Use of only appropriate methods to solve Customer's tasks
- 3. Best professionals only:**
 - Company Director is fully responsible for the project
 - Interviewers for quantitative research have the experience of 3 years
 - Interviewers for in-depth interviews have the experience of 5 years
 - Moderators - with the experience of 5 years
 - Analytics - with the experience of 5 years
 - All the reports are prepared or supervised by the Company Directory





UpConsumer Monitor

unique study of high-yield consumers

MarketUp Consulting Group is conducting unique syndicated monitoring of high-yield consumer behavior (details on www.upconsumer.ru):

- **Quantitative survey of 1000 households with average monthly income from USD 1500 per family member**
- First wave – May - June, 2007, Moscow
- Researched markets:
 - Banks/ Investment Funds
 - Insurance
 - Auto
 - Non-traditional Media
- Portrait of high-yield consumers
 - Socio-demographic characteristics
 - Psycho-graphic characteristics
 - Self-identification
 - Time budget
 - Media preferences

UpConsumer

Exclusive methodologies

Specialists of MarketUp have developed author's methodologies that allow our Customers more effectively address business challenges.



Market
CapaCity

- allows to compare regions in terms of their attractiveness for a particular type of business, to develop forecasts of the customer's business in the regions, to build an effective regional strategies



Brand
Con\$ume

- allows to estimate the value of brand. Main difference of this methodology from other assessment tools - the emphasis on the study of consumer input into the value of brand



BrandEff

- Allows to develop and to position clearly the new effective brand, to monitor its behavior in the market and to make adjustments to the set of brand promotion



4L
Strategy

- Allows to measure various indicators of consumer satisfaction and loyalty, to develop loyalty strategies and complexes of medium- and short-term activities to build and sustain loyalty of the various target groups of consumers and opinion leaders

Development of the strategies

We offer development of the strategies of 3 levels:

- **Corporate strategy** (defines business development of the company as a whole, identifies key resources and capabilities, most promising sectors and spheres of activity, principles of the relationship of different types of businesses of the company)
- **Competitive strategy** (determines development of separate line of the company business, allows to strengthen its position in the industry)
- **Functional strategies** (marketing, financial, communication, distribution and other strategies define development of certain types of activities of the company)



And:

- **Territorial strategies** (determine key vectors and priorities of territorial (regional) development)
- **Strategies to build and sustain loyalty**
- **Strategies of non-standard media usage** and many others

Marketing strategies and services

▪ Marketing strategies

- **Segmentation strategy** (selection of the most promising market segments, description of segments)
- **Positioning strategy** (choice of "niches", unique trade proposition, rationale for positioning)
- **Strategy to build and sustain loyalty** («4L» methodology)
- **Communication strategy** (optimal communication channels, the best tools, standard and custom media).

▪ Marketing audit and marketing consulting

- **Audit of all aspects of marketing activity, identification of underutilized resources**
- **Organization and supervision of marketing department, development of recommendations to optimize marketing department activity**

▪ Brand monitoring

- **Monitoring of compliance with the standards of the trade mark by independent entities (dealers, franchisees), in outdoor advertising, print, Internet, etc.**

▪ Event marketing

- **Development of promotional strategy based on Event-marketing techniques, in relation with business practices**



Management and investment consulting

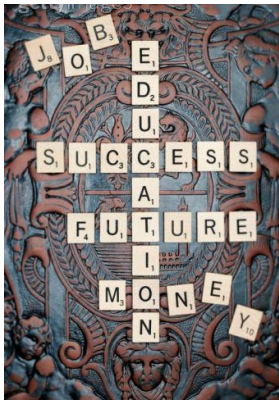
- **Management consulting** (organizational structure of the company, diversification or emergence of new business, business development strategies, development of corporate planning and controlling, etc.)
- **Investment consulting** (evaluation of cost-effectiveness and risks of investment project, financial and institutional scenarios for the project, etc.)
- **HR-consulting** (development of recruiting system, efficient motivation system, analysis of socio-psychological climate, etc.)
- **Development of business plans**
- **Consulting in the field of commercial real estate** (development of concepts, feasibility studies and business plans for commercial, office, recreational facilities, etc)



Training

We train others just what we well know and have used in practice

- **Master-classes and seminars** of best professionals in marketing research, strategic marketing and management consulting
- **Corporate seminars** for our Customers
- **Popular “round-tables” of marketers in Higher School of Economics** – free regular seminars on market research and strategic marketing are carried out since 2001 in conjunction with GFK-Rus
- Participation of MarketUp experts in conferences and “round-tables” on marketing research and strategic marketing





Our team



Marina Vlasova – Director of MarketUp, Ph.D. in Philosophy. One of the best specialists in marketing research with 15 years of practical experience, lectures in Higher School of Economics and Higher School of Social and Economic Science



Nikolay Stolyarov – Senior Consultant for Business Planning. 7 years of experience in major Russian consulting companies, development and successful implementation of investment projects, transactions M & A in the various sectors of the economy (production, trade and services, real estate).



Dmitry Rogozin – Methodology Director, Ph.D. in Sociology. Well-known expert in the field of research methodology with over 10 years practical experience, trained at the universities of Oxford, Manchester, Essex, New York.



Evgueny Smirnov – Executive Director. 6 years of practical experience in the field of marketing and sales, including project management for Rusinfomar Consulting Group



Victoria Gavrilova – Strategic Marketing Director. Over 10 years of marketing experience in large multinational companies – Energizer, HILTI, experience in product launches, building of all-Russian distribution system, etc.



Marina Zaleskaya – Head of Field Division. Over 10 years of experience in quantitative and qualitative research organization, including interviews with high-yield groups, representatives of business and political elite.

Our Customers



And many others

Our books



Marina Vlasova «Sociological methods in marketing research» M. 2006

Marketing complex is dealt from the position of the researcher, who use sociological methods. Much attention is paid to review specific examples from the practices of the author.

Recommended by the Ministry of Education of the Russian Federation as a textbook for students



**Marina Vlasova, Sergey Lamanov
“Establishment and effective work of specialized store”. Appendix to the book of K. Shreader
“Specialized store”. M., 2004**

Appendix to the book was prepared at the request of publishers, and provides practical advice on creating a successful specialist retail in Russia



Dmitiry Rogozin «Cognitive analysis of survey instrument. M. 2002

The cognitive approach for testing of survey instruments is dealt in the book. The author shows how to conduct testing of questionnaires by the example of series of practical cases.

The book is designed for practitioners involved in the questionnaire preparation, as well as for students and teachers



Marina Vlasova «Creation of shopping centers in Russia» M. 2009

Various aspects of creation of shopping centers are dealt in the book - from the formation of the business idea of the project prior to the development of an effective concept and business plan. All examples and recommendations are based on real projects, realized in cooperation with MarketUp Consulting Group

The book is primarily intended to representatives of various groups of investors, managers of companies doing business in the construction and development of commercial real estate.



Contacts



20, N. Maslovka str., Moscow, Russia

+ 7 (495) 940 7173

welcome@marketup.ru