



**MarketUp**  
Consulting Group

Consumer buying behavior researches

Testing of positioning concepts, advertising  
and creative materials

Analysis of the competitive environment,  
advertising activity and positioning of  
competitors

Moscow, N. Maslovka, 20  
+7 (495) 9407173  
welcome@marketup.ru  
www.marketup.ru



### MarketUp Consulting Group

- **9 years** on the market of research and consulting
- Over **300** research and consulting **projects**
- Over **100** Russian and foreign **customers**
- Own field force – over **300 interviewers** in Moscow, supervisors and partners in all large cities of Russia
- **8 author's methodologies** in the field of marketing research and consulting
- **4 books** about marketing research and consulting
- Over **30 round tables, seminars and master-classes** in the field of marketing



MarketUp Consulting Group offer full range of marketing research for the development of effective solutions for business growth:

- surveys on a random sample of routing
- telephone interviews
- polls in point of sales
- hall- and home-testing
- in-depth interviews
- expert interviewa
- focus-groups
- peer-groups
- expanded creative groups
- brain-storming
- mystery shopping
- measurement of pedestrian and traffic flows

### Our methodologies allow:

Brand**Eff**

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

Brand  
Con**\$**ume

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

Up**C**onsumer

to study opinion and behavior of high-yield consumer with the use of representative techniques, including the testing of creative materials материалы

4**L**Strategy

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

Market  
Capa**C**ity

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

### As well as:

- Unique technique of assessing of creative potential of the brand
- Methods of peer assessment of brand positioning concepts, branding and naming
- Wide range of personal and group qualitative research methods adapted for the specific tasks of creative materials testing
- Range of the copyright and adapted projective techniques
- Techniques of usability study



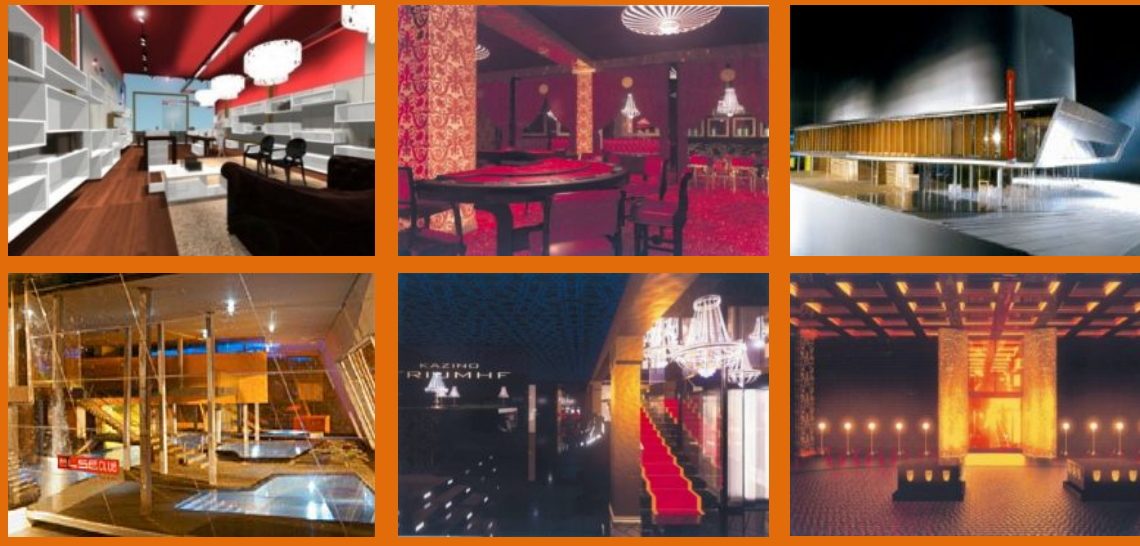
Entrance



Architectural concepts



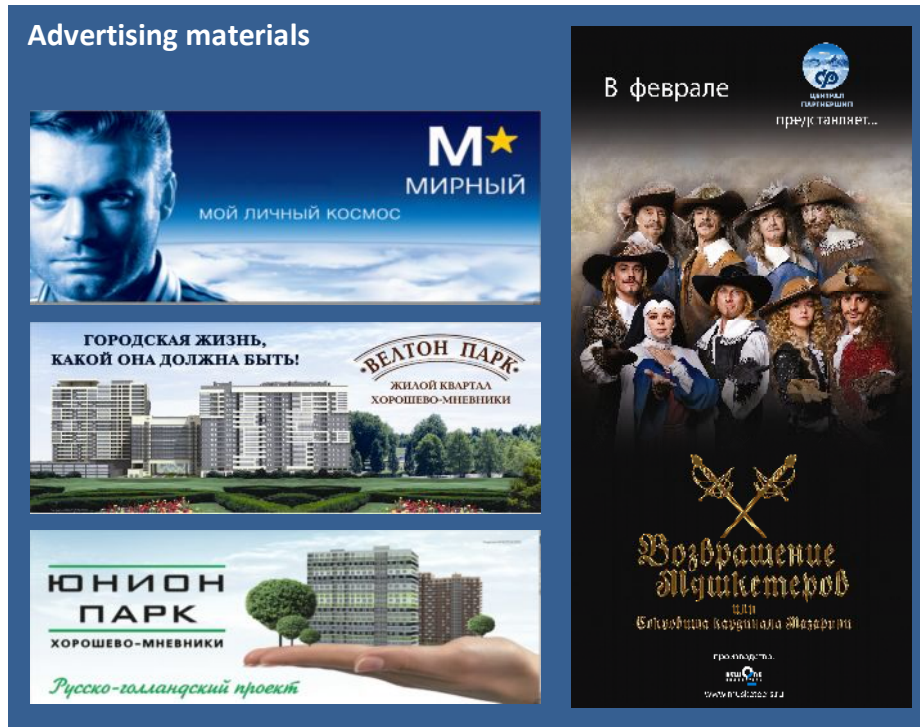
Interior solutions







**Packaging, labels, product design**



**Elements of corporate identity**





**Marina Vlasova – director of MarketUp, PhD.** Over 20 years experience in marketing and sociological research. Personally organized and conducted more than 250 sociological and marketing studies for domestic and foreign clients from public and commercial structures. She has developed complex of author's techniques «Market Tools» (the application of sociological methods to collect and analyze marketing information). She lectures the course “Method of focus-groups” for MA in sociology at the State University - Higher School of Economics and the Moscow Higher School of Social and Economic Sciences.

The author of 2 monographs on methods of marketing research and the creation of shopping centers in Russia.

**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, author of more than 30 articles and monographs on research methods.



**Nikolay Stolyarov– senior consultant, business planning.** 7 years of experience in major Russian consulting companies, development and successful implementation of investment projects, in the various sectors of the economy (production, trade and services, real estate). Certified specialist:Ernst&Young, PricewaterhouseCoopers, SAP.



**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.



**Dmitriy Frolov – senior consultant, PR projects.** Practical experience in business journalism from 1997, including deputy editor-in-chief of «Advertising Industry» magazine, editor-in-chief of «Delovoy visit» and «Food business» magazines, actively publishing in leading business publications: «Kommersant», «Company», etc. Editor-in-chief of «Research & Trends» portal.



**Evgueniy Smirnov – executive director.** 6 years of practical experience in the field of marketing and sales, including project management for Rusinfomar Consulting Group.



**Marina Zaleskaya – head of field divisiona.** Over 10 years of experience in quantitative and qualitative studies organization, including interviews with high-yield groups, representatives of business and political elite.



### As well as:

- 3 specialists in analysis of quantitative data
- 12 specialists to conduct in- depth interviews with representatives of difficult groups of respondents
- 8 specialists in decryption of audio/video records
- Reliable partners and supervisors in all regions in Russia and CIS countries



Our publications



As well as:

- Over 50 articles on research methods, marketing and consulting
- Over 60 publications about MarketUp Consulting Group in Mass-Media

Internet-projects

**research&trends**

Аналитический портал для тех, кто любит думать

Educational projects





