



Research Solutions Overview

January 2007

DervalResearch Mission

to accompany

Advertisers, companies and agencies

in the design and implementation of

Winning sales and marketing strategies

by helping them

communicate with customers

at the right moment at the right place.

DervalResearch Expertise

- Advertising Research
- Media Testing
- Promotion Research
- Brand Research
- Segmentation Research
- Ethnographic Research
- Usage & Attitude Studies
- Receptivity Research
- Decision Process Research
- Sales Cycle Studies
- New Product Development

DervalResearch Services

- Qualitative research
 - Research, in-depth interviews, focus groups and experiments
 - Consumer and Business Solutions
 - Wait Marketing Research Centre™ on waiting behaviour
- Consultancy
 - Sales and marketing strategy
 - Media-planning
- Workshops
 - For Entrepreneurs and Marketeers
- Publications
- Lectures

DervalResearch Consumer Solutions

Retail – Consumer Goods – Public Utilities – Automotive – Travel – Health – Telecoms



ReachB2C

2800 €HT

« How To Reach More Target Consumers? »

- Research Field: Consumer Marketing
- Method: Secondary Research + Observation
- Output: Research Report incl. Clear Action Plan



ConvertB2C

3500 €HT

« How To Convert More Consumers? »

- Research Field: Consumer Decision Process
- Method: Secondary Research + in-depth interviews + Experiment
- Output: Research Report incl. Actionable Marketing Plan



Maximize

9500 €HT

« How To Maximize The Impact Of My Advertising And Promotion Campaign? »

- Research Field: Advertising and Promotion Effectiveness
- Method: Secondary Research + Survey + Focus Group + Experiment
- Output: Research Report incl. Actionable Media and Promotion Plan

DervalResearch Business Solutions

Financial Services – Manufacturing – Marketing Agencies – ICT – Professional Services



ReachB2B

1600 €HT

« How To Approach My Target Clients? »

- Research Field: B2B segmentation
- Method: Secondary research + in-depth interviews
- Output: Research Report incl. Clear Action Plan



ConvertB2B

2800 €HT

« How To Optimize My Sales Cycle? »

- Research Field: Decision Process
- Method: Secondary research + in-depth interviews + Experiment
- Output: Research Report incl. Clear Action Plan



SAVE

15% of savings

« How To Save On My Marketing And Communications Budget? »

- Research Field: Advertising and Promotion Effectiveness
- Method: Secondary research + Observation + Survey + Experiment
- Output: Research Report incl. Actionable Communications Plan

DervalResearch Workshops



Entrepreneurs

390 €HT

« How To Reach, Convince And Convert My Target Clients? »

- Audience: Entrepreneurs, Sales Managers, Small Businesses
- Format: 1 day Workshop (9:30 – 17:30) in a small group (8 max.)
- Input: Current Results, Customers Profile, Competitors Activities
- Output: Clear And Actionable Communications Plan
- Location: Amsterdam (Jordaan)
- Next session: 28th of February 2007



Marketeers

590 €HT

« How To Both Increase The Impact Of My Message And Save On My Communications Budget? »

- Audience: Marketers, Communications Managers, Media Planners
- Format: 1 day Workshop (9:30 – 17:30) in a small group (6 max.)
- Input: Current Results, Customers Profile, Competitors Activities
- Output: Optimized Communications And Media Plan
- Location: Amsterdam (Jordaan)
- Next session: 5 April 2007


DervalResearch Team



Photo: Muriel Berthelot

Diana Derval, MBA and Founder of Derval Research, has gained a 360° marketing and advertising expertise from 15 years working with advertisers, marketing agencies and media.

Author of the book *Wait marketing*, Diana Derval gives lectures at prestigious Business Schools and leading professional associations.

- **Flexibility and Expertise.** Created in 2006, Derval Research is a fast growing company working in close relationship with local partners in order to provide customers with the needed flexibility and expertise.
- **Methodology.** As member of the  Markt *Onderzoek* Associatie Derval Research complies to the ESOMAR rules regarding marketing research methodology.

DervalResearch References



Contact Derval Research now and see how
We can improve your sales and marketing strategy!



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