

## ADVANCED TECHNOLOGIES COMPANY

### WHO WE ARE

We are dynamically growing company founded by two marketing managers experienced in Russian marketing specifics. We are convinced that every business has to be provided with define and qualitative information it needs to be successful. Our team combines well-experienced interviewers, promoters, analysts and trainers. We are supported by large network of partners all over the Russian Federation.

### WHAT WE DO

#### Marketing researches

- Interviewing (face-to-face, by telephone, self-completion surveys)
- Sampling
- Focus groups, peer groups
- Gathering expert opinion
- Mystery shopping
- Accompanied shopping
- In-depth interviewing
- Brainstorms
- SERVQUAL
- Statistic analysis (correlation, regression, cluster, etc)

#### Promotion actions

- Conducting an advertising campaign
- Designing promo materials
- Designing web-sites
- Developing and conducting conferences, exhibitions.
- Developing the effectiveness control system of the promo-activities

#### Trainings and coaching

- Time-management
- Communication skills
- Conflicts resolution
- Sales skills
- Effective insurance agent
- Personal coaching of top-management

### WHAT WE DID

Our clients are leading Russian banks, electronic devices developers, wholesalers on the DIY market, travel agencies, audit companies and distributors of health facilities. Our team conducted for them such projects as

- Brand Tracking,
- PR actions to enter the new market.
- Measuring quality of service
- Mystery shopping research,
- testing of the creative conception,
- consumer preferences and needs research
- gathering expert opinion