



PROMISE
CONSULTING™



“ WE EMPOWER
THE BRANDS ”

We bring the brands the means to fulfill their ambitions

Since 2000, Promise Consulting helps leaders make the most appropriate decisions.

Thanks to its ad hoc scientific studies and marketing consultancy, Promise Consulting strengthens the bond between brands and customers and maximizes their return on marketing investment.

Thanks to their teams from Conso Lab® and Luxury Lab®, Promise Consulting provides a sharp expertise on marketing and branding surveys in the worlds of consumption, retailing, luxury and beauty.

Our company is located in Paris and New York and holds online panels in over 35 countries in Europe, America, Asia and Africa.



Promise Consulting is certified OPQCM, Social Media Marketing and adheres to SYNTEC and ESOMAR rules. Promise Consulting is a member of the International ICG (Internal Consulting Group).

ICG

Internal Consulting Group

Contact us at:

Valérie Jourdan – +33 1 78 09 03 65
valerie.jourdan@promiseconsultinginc.com
Philippe Jourdan - +33 1 78 09 03 64
Philippe.jourdan@promiseconsultinginc.com

Find out more about us on:

<http://promiseconsultinginc.com>
<http://promiseconsulting-blog.com>
<http://promiseconsulting-consoblog.com>
Twitter : @pjourdan1967

Meet us at:

Promise Consulting
76-78 rue Saint Lazare
75009 Paris

Valérie Jourdan, CEO Promise Consulting



“ Our commitment is to give the right meaning to market surveys by adopting a tailored approach. Our consultants, in charges of market surveys, carry out – for you – “development projects”.

We know that the market survey is the first step and that a company realizes the full potential of market surveys when they are followed by action plans and operational recommendations within the confines of strategy and client's resources. ”

Rewarded 8 times in 12 years (gold, silver and bronze) for the innovative nature of their marketing approaches and consultancy, Promise Consulting brings you a tailor made answer to each of your marketing issues.



LEARN FROM YOUR CONSUMERS

Role*blog

Stimulate the co-creation

Quali*fying

Highlight the motives

Shift*system

Learn from trend-setters

Expect*actions

Identify your clients' expectations

Data*lighting

Operationalize your data

OPTIMIZE YOUR OFFER AT EACH STEP

Opti*mizing

Improve your offer

U*doo

Manage your own community

Liberty*web

Screen your ideas and intuitions

Web*satis

Track (dis)satisfaction

Sales*scope

Monitor your product launch

MAXIMIZE THE R.O.I. OF YOUR BRANDS

Capi*talizing

Arbitrate on your brand investments

Monitoring*Brand Assets

Benchmark your brand performance

Star*metrix

Meet your brand ambassador

Monitoring*Brand Identity

Create a brand personality

INCREASE YOUR TOUCH POINTS

Ad*testing

Test your communication

Web*profile

Strengthen your bond with Internet users

Reach*trough media

Multiply the touch points

Web*testing

Improve your digital experience

Ad*mapping

Optimize your communication supports and messages