

LOUISE SAINT-PIERRE  
RECHERCHE MARKETING



À l'écoute du client  
pour des actions marketing  
réussies

Attentive to the voice of the consumer  
for **successful** marketing strategies

With well over 25 years of market research experience, **Louise Saint-Pierre** has refined the art of mining for information pertinent to the client's marketing objectives and relative to the target group being queried.

Be it to identify new business or product opportunities, elaborate marketing activities or strategies, **LOUISE SAINT-PIERRE, RECHERCHE MARKETING** provides reliable expertise in the field of qualitative analysis as it relates to consumer behaviour and attitudes in such areas of expertise as:

*Focus groups*  
*In-depth interviews*  
*Brainstorming sessions*  
*Questionnaire and research tools development*  
*Research analysis and reports*  
*Translation of research findings (French / English)*

Services can be provided to corporations, goods and services companies, innovative technological firms or public and para-public organizations.

The following is a cross-section of typical project management:

- **Customer/consumer attitudes, behaviour, perceptions and motivation**
- **Customer needs and expectations**
- **New products/services concept analysis**
- **Advertising campaign pre-test**
- **Web Site prototype analysis**

**Louise Saint-Pierre** has a candid yet remarkable sense of humanity and sensibility in matters relating to consumer awareness. Her abilities to get to the heart of human behaviour provide essential meaningful feedback to the client's organization. Louise has a Masters Degree in Social Psychology, an M.B.A. in Marketing and is a member of the Marketing Research and Intelligence Association (MRIA).

In the light of your eventual need to access a professional and experienced research strategist, it is recommended that you contact our firm for counsel on such needs. In the execution stages, you are invited to partake or follow the research proceedings. Our professional fees are agreed upon prior to implementation and can be structured based on an hourly fee or project basis.

Please do not hesitate to contact us for additional information or to quote you on your next qualitative research project.

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