

# USINA DE PESQUISA

CONSUMER UNDERSTANDING & INNOVATION

EVELYN ROZENBAUM

# USINA DE PESQUISA

 With more than 25 years working in Marketing Intelligence, **Usina de Pesquisa** is able to mix education, experience, consumer understanding and observations with insights, inference, innovation and data to deliver INFORMATION

- We work with Focus Group and depth interview
- Quantitative research
- On Line projects
- Home Panels: tracking the routine, consumers habits and the way they buy and consume: food, electronics, IT, hygiene and personal care products

 We run projects all over Brazil, and have been working with partners in Latin America and the UK



usina de pesquisa  
Evelyn Rozenbaum

Marketing Research  
Consumer Understanding



“ WE BELIEVE THE KNOWLEDGE IS ACQUIRED THROUGH THE SENSITIVENESS AND THE APPLICATION OF SUITABLE TECHNIQUES THAT ALLOW US TO UNDERSTAND THE EXPERIENCE”

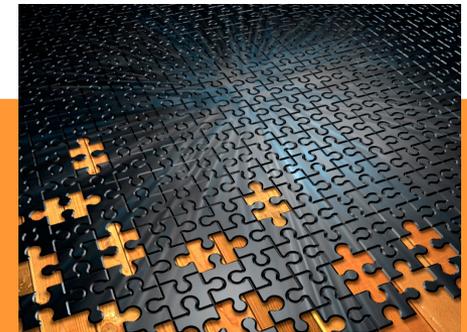
# METHODOLOGY & TECHNIQUES

-  Habits and Attitudes Study
-  Creative process: ideas generation
-  Customer Satisfaction
-  New products launch
-  Ad: communication efficacy tests
-  Competition study
-  Mystery shopper
-  Qualitative clinics
-  Employee research



# SOME METHODOLOGIES & TECHNIQUES

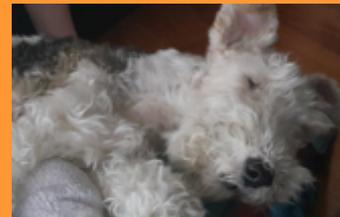
-  Ethnographic panels: In depth studies focused on habits, communities and individual behavior. Frequent visits are done at homes according to the target. The ethnographic professional plunges into the families' lives, observing behavior patterns and the relationship and influence between people, products and brands.
-  Desk Research: Public data-gathering, plus in company data used to deliver a strategic view of the market, product and environment in order to facilitate understanding, alignment and creation of action plans.
-  Technology: Usability test, software knowledge and usability , IT devices



# EVELYN ROZENBAUM



- ⦿ Psychologist graduated by USP – University of Sao Paulo, with Marketing Executive MBA (2000 Ibmec).
- ⦿ Has been working in marketing research area since 1992 – with experience at market research institutes like Research International, and C.B.P.A. (actual Nielsen) and consumer goods companies like Colgate Palmolive, ICI and Unilever.
- ⦿ Founded Usina de Pesquisa in 1995 – living in the between 2000 – 2004.
- ⦿ Benjamin’s mother, practices Yoga and my hobby is travel to distant, beautiful and inspiring places to learn about other cultures, habits and food.
- ⦿ Besides enjoying the company of Indi– fox terrier!



# CLIENTS



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