



The Freed Vance Research Group, LLC

The **Freed Vance Research Group** is a full service market research and consulting firm dedicated to helping our clients build marketing strategies that increase the value of their brand, products and services. Our qualitative and quantitative research services are tailored to deliver the answers that lead to results.

We focus on closing the gap between companies and consumers – not just providing data and research results, but applying the proper techniques and methodologies to provide actionable insights that meet your information objectives.

Our Research Capabilities include:

- Advertising Development and Evaluation
- Branding Exploration
- Concept Testing
- Diary Studies
- Dial Testing
- Employee and Customer Satisfaction Studies
- Field Studies
- Focus Group Testing and In-Depth Interviewing
- Name, Package and Logo Research
- New Product Development Research
- Online and Telephone Surveys
- Questionnaire Testing
- Pricing Research
- Product Positioning Research
- Retail Testing
- Television and Movie Testing
- Usability Testing

For more information, contact:

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FVR Client List

Internet Services

AOL
CompuServe
Google
Level 3
Mapquest.com
Moviefone.com
Netscape
Ruckus.com

Media Distribution & Entertainment

Charter Communications
Cox Communications
Discovery Channel
MobiTV
MSG Entertainment -- Radio City Music Hall
NBC Universal
Oxygen
Showtime
Time Warner Cable
WE tv Network
XM Satellite Radio

Products & Services

Best Buy
CARFAX
Choice Hotels
Covergirl
Ethel's Chocolates
Hallmark
Hospice of Baltimore
K¹²
Marriott
Pfizer
Rembrandt
Sodexo
4-H

Hardware, Software & Services

Computer Associates (CA)
Gateway

Financial Services & Insurance

Bill Me Later
Chase
Farmers Insurance
PayPal

Publishing

FORTUNE Magazine
Lucky Magazine
Time, Inc.

Advertising & Consulting

ENC Marketing
Ernan Roman Direct Marketing
Goodman & Company
McCann Erickson
Rafferty & Wise
Siegel+Gale
TARP

Government, Trade Associations & Non-Profits

American Dental Association (ADA)
Armed Forces Communications & Electronics
Association (AFCEA)
Cable & Telecommunications Association for
Marketing (CTAM)
Consumer Bankers Association (CBA)
The Episcopal Church Foundation
US Environmental Protection Agency (EPA)