





Eugenia Gromova

President
WorkLine Group

gromova@workline.ru

research

We conduct market research in B2C and B2B sectors, as well as HR research; the company develops and owns unique technologies
and more...

consulting

We consult companies on strategic management, marketing, commerce, HR, legal issues, GR/ IR
and more...

branding

We create brands, positioning concepts
and more...

design

We design logos, fonts, packaging, web, spaces
and more...



Eugenia Gromova

President
WorkLine Group

Developed methods:

- Dream Stream (Value structure analysis of individual life space)
- 5 Level Positioning (Positioning technology)



Marina Gerasimova

Head of Qualitative research
department
WorkLine Research

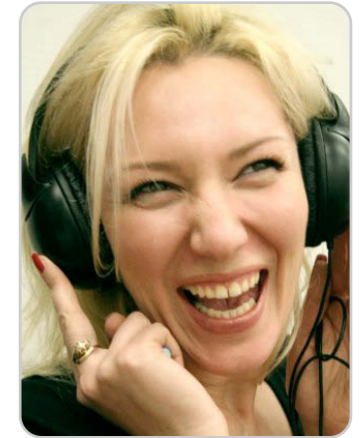


Maria Arestova

Research director
WorkLine Research

Developed technologies:

- A-Cube
- Motivation Store
- WL Test



Natalia Georgieva

General manager
WorkLine Research

Developed technologies:

- Loyalty Mix Assessment

In-depth analysis — our company is the only one in the Russian market to develop and implement psychologic methods for various marketing tools and data interpretation models. Just as well are they used to assess the influence brand communication has on consumer behaviour.

We see our key competence in using complex approach and psychologic knowledge for increasing marketing efficiency.

telephone numbers:
+7 (812) 600-36-10

e-mail:
workline@workline.ru

web:
www.workline.ru

twitter:
@workline_ru

*“It is a capital mistake to theorize
before one has data.”*

Sherlock Holmes”

Research isn't a profession, it's a way of thinking.

In research, it is important not only to measure “who did what, where, with whom, when and how often” — but also to understand the “why and what for”. Knowing the cause-effect relations helps to find out which principles lie at the base of influencing consumer behaviour.

Our research is always aimed at finding the leads to market grows, the keys to our clients' success.

We create instruments that help to understand the consumers in order to manage their behaviour efficiently.

Our developments: Dream Stream, A-Cube, Motivation Store, Loyalty Mix Assessment, WL Test.



Maria Arestova

Research director
WorkLine Research

arestova@workline.ru

research Classic research

 **B2C**

Qualitative research:

- Focus groups
- In-depth interviews

Quantitative research:

- Face-to-face interviews
- Telephone interviews
- In-hall test / home-use test
- On-line interviews

Ethnographic research:

- Dream stream
- Diary research
- Trend Watching

 **B2B**

- Desk-research
- b2b expert interviews
- b2b focus groups
- Face-to-face standard questionnaires
- b2b telephone interviews
- Database actualization
- Mystery Shopping
- GIS

 **HR**

Qualitative research:

- Focus groups
- In-depth interviews

Quantitative research:

- Face-to-face interviews
- Telephone interviews
- Self-completed questionnaires
- Mystery Shopping

research Unique technologies

Motivation Store	Motivation model for consumer behaviour
Dream Stream	Consumer segmentation model based on key values
A-cube	Module system for complex research, adapted for specific goals
5LP (5 Level Positioning)	Brand positioning technology
WL Test	Test toolkit for advertising materials, names, packaging, products, services etc.
Loyalty Mix Assessment	Technology for assessment and correction of loyalty programmes (e.g. for dealers, personnel)

telephone numbers:
+7 (812) 600-36-10

e-mail:
workline@workline.ru

web:
www.workline.ru

twitter:
@workline_ru

*The person or company who stops being better
stops being good.*

Oliver Cromwell

Consulting is the accuracy of diagnosis based on complex & objective analysis, adequacy and timeliness of recommendations, simplicity of solutions and complex approach to their implementation with careful consideration of the company's individual peculiarities.

We discover development perspectives using scientific, technical, organizational and economic innovations, our own long-term experience in the Russian and international business environments, as well as a unique range of methods.

Synergy of our team's efforts with that of the Client's team at all stages helps to use time more efficiently as well as to find solutions to the most complex issues, whether they deal with efficient team forming or strategic exercise, integration of acquired businesses or search for investment projects, choice of business partners or increasing quality of company management procedures.

Our reputation is based on our Clients' success.

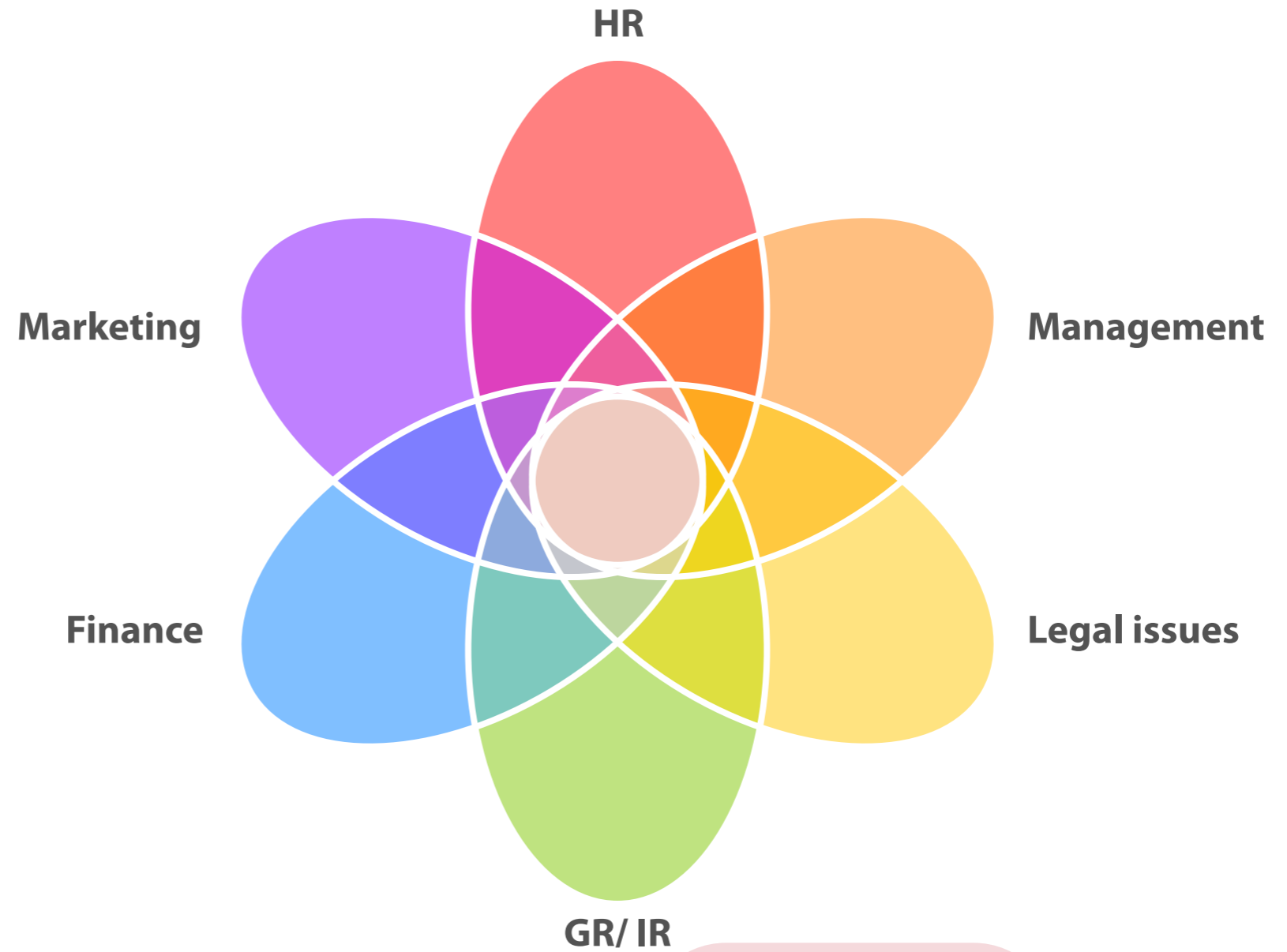
Our developments: value-based diagnostic, multiple training technologies, HR & strategic management know-how.



Valeria Terentieva

Managing partner
WorkLine Group

terentieva@workline.ru



■ branding

*The universe is full of magical things,
patiently waiting for our wits to grow sharper.*

Eden Phillpotts

A brand is a personality... An individual with his/ her own character and style. Just like a human being, a good brand is inimitable in all its ways: in the image, in the name, in the soul (brand-position), in the way it reaches people's hearts (brand-strategy).

And on top of all that, it should be integral in all its ways, from internal corporate culture to point of contact with the client, – only then will it be the dream of millions.

We create and realize dreams that become legends.

Our developments: 5LP (5-Level Positioning)



Julia K. Sharina
aka madlino

Development director
WorkLine Group

sharina@workline.ru
twitter: @madlino

design

Design is not just what it looks like and feels like.

Design is how it works.

Steve Jobs

Design is the environment we live in. We create it. It forms us.

The most important goal in design is to create a comfortable environment. That refers to everything — from packaging in the shop shelf to city architecture.

A designer's goal is to embody the idea, to give it a certain shape.

Moreover, a designer's goal is to embody the idea in a shape that is comfortable for perception, keeping in mind that it won't be his perception that counts — and sometimes even not the Client's — but the consumer's.

The things we do, we do them with with joy.

Together with you we are making a new world. And we believe that it will be a better one, even if it is only better by one package.



Igor Gromov
aka gar_krol

Art director
WorkLine Group

gromov@workline.ru

■ branding & ■ design

Concepts

Positioning:

- Product
- Service
- Brand

Creative:

- Legends
- Format
- Advertising
- Packaging
- Web

Promotion:

- Ideology
- Strategy
- Events

Development

- Product
- Assortment
- Format
- Corporate style

Brand communication:

- Naming
- Logo
- Slogan
- Packaging
- Web
- Advertising materials

Production

Packaging:

- Breadboarding
- Pre-press
- Prototyping

Advertising:

- Brochures, catalogues
- POS
- Outdoor
- TV commercials
- Web

Territory of global partnership



Archetype Discoveries Worldwide
Strategic consulting based on discovery of the Culture Code by Dr Clotaire Rapaille

packlab partners

packlab partners
Innorealisation packaging design consultants



Institute Training and Management Consulting
Consulting, coaching, training



Eurasia Investment Solutions
Universal solutions for investment-related goals



ООО «Деловая Россия»
The Union of new generation of Russian business



St Petersburg Organization of Business-Angels
Investment into innovation startups

Territory of global partnership



14 years of experience, over 2500 projects

Industry	food and beverages, packaging (consumer/ transport), chemical (detergents, glues), extraction (oil/ gas), automotive, construction and decoration materials, aircraft construction, pharmacology, cosmetic, electronic, medical equipment, light industry (clothes & apparel, paper, textile etc.)
Retail	FMCG, construction and decoration, electronic appliances, furniture, clothes & apparel, pharmacies, shopping malls, toys
Distribution	food and beverage, alcohol, automotive, clothes & apparel, cosmetics
Construction	residential, industrial, land improvement
IT	hardware, software, robotics
Telecom	mobile, internet, landline, equipment
Mass media	television, radio, publishing, online
Services	medical, insurance, banking, investment, financial, touristic
Education	higher, secondary

telephone numbers:
+7 (812) 600-36-10

e-mail:
workline@workline.ru

web:
www.workline.ru

twitter:
@workline_ru



telephone numbers:

+7 (812) 600-36-10

e-mail:
workline@workline.ru

web:
www.workline.ru

twitter:
@workline_en