

Our Mission
Our Expertise
Our Approach
Your Market
Your Answers
Our Clients

"The Lazar Group not only helps us with core brand-building insights, they are outstanding when we have far-reaching and complex strategic issues to explore"



● Contact Us ● Accolades & Our Team

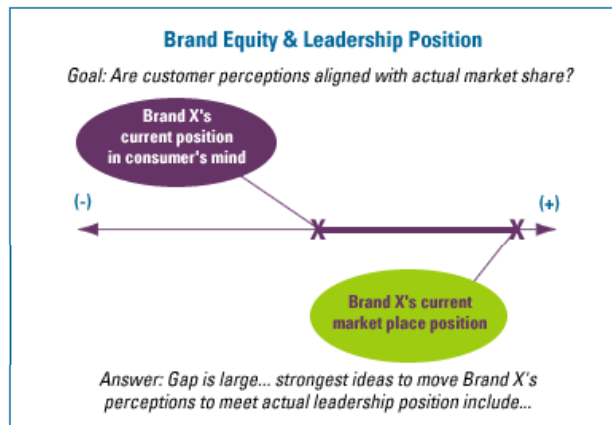
Our Expertise

The Lazar Group, a **nationally regarded** marketing research firm since 1990, conducts qualitative research and provides strategic direction for many Fortune 500 corporations, leading ad agencies, design firms and marketing consulting companies, as well as exciting new ventures.

Annually, we facilitate hundreds of investigative research discussions – focus groups, mini-groups and one-on-ones in a variety of locations – off-site, on-site, in-home, at-work – and utilize many methods – face-to-face or via up-to-date telecommunications vehicles.

We not only help clients gather feedback about their businesses, products and services, but we seek to **unveil broader issues**, such as **trends** and **changes** in **market dynamics** that may affect future sales.

This is an example of one of our many creative deliverables.



The Lazar Group facilitators and strategists are sought out by clients to assist in developing and optimizing the **most critical and conceptual aspects** of corporate and brand marketing plans, and new product development, including...

- Need/Gap opportunity assessment
- Strategy & positioning creation, development and refinement
- Product/Concept fit and optimization
- Brand equity and imagery management
- Portfolio management, including strategic partnerships, line extensions and acquisition analyses
- Communications strategy and content: Advertising, direct mail, package structure & graphics, naming, web design, shelf layout/displays