



# V & L Research and Consulting, Inc.

*Celebrating 25 Years*

Since 1991, V & L Research and Consulting Has Provided  
Excellence in Market Research Services.

## Services

### Methodologies

- Focus Groups (In-Person, Virtual, Pop-Up)
- Ethnographies
- Surveys (Online, Telephone, Mail & Mall)
- Consumer Panels & Communities
- Interviewing (One-on-One, Intercepts)
- Geo Strategic Mapping

### Applications

- ◆ Advertising, Branding, Communications
- ◆ Attitude, Awareness and Usage Studies
- ◆ Needs Assessments
- ◆ New Service/Product Feasibility Studies
- ◆ Customer Satisfaction Studies
- ◆ Competitor and Market Share Analysis
- ◆ Strategic Planning/Scenario Building



Dydra Virgil, Moderator

“The Right Information For Smart Decisions”

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“Moderators Do It In Groups”



Delphyne Lomax, Moderator

