

stories

The place where human
and brand stories meet

The Company Presentation

stories

About the Company

stories

A new generation company
where strategic qualitative research
is enriched with expertise, creativity
and inspiration of our excellent team








This is how we create our true
clear and living stories helping
to resolve your brand challenges

Our stories appear from an informed humane dialogue with consumers

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Our themes

- Brand and product development 
- Usage and attitudes 
- Lifestyle and values 
- Communications 
- Trends 



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Our conversation styles

-  Co-creation
-  Exploration
-  Stimuli research
-  Testing
-  Ethnography

Our experience and feel for people help to fill our stories with deeper insights and knowledge

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Our expert methods

- Desk research
- Semiotics
- Internal expert session
- External expert interviews and workshops
- Client workshops
 - Brand STORIES Lab
 - Innovation STORIES Lab
- Brand Stories COLLECTION tool



Our expert products

- Customized input for workshops
- Customized trend reviews
- Generation learnings
- Brand STORIES Map
- SELECTED STORIES Webinars on hot subjects

In the end, we bring consumer and brand stories together to create:

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Successful consumer
driven innovations



Powerful and engaging
communication strategies



Relevant brands that play a real
role in consumers lives



Our Storytellers

stories



**EKATERINA
LAVRENTIEVA**

Best analyst
ever

April 2021

Research Director,
Stories R&C

2009-2021

Research Director,
Atelier Market Research

2001

In Research



**NATALIA
PLUHINA**

Best ideas
generator ever

April 2021

Research Director,
Stories R&C

2006-2021

Research Director,
Atelier Market Research

2000

In Research



**OKSANA
DEMIDOVA**

Best psychologist
ever

April 2021

Research Director,
Stories R&C

2006-2021

Research Director,
Atelier Market Research

1997

In Research



**ALEXANDRA
BELOVA**

Best strategist
ever

May 2021

Research Director,
Stories R&C

2015-2021

Research Director,
Atelier Market Research

2005

In Research

Was on the Client Side
in Unilever and Danone



**ANNA
GERASIMOVA**

Best humanist
ever

May 2021

Research Director,
Stories R&C

2006-2021

Research Director,
Atelier Market Research

1998

In Research



**KSENIA
KONOVALOVA**

Best generations expert
ever

April 2021

Research Director,
Stories R&C

2014-2021

Research Director,
Atelier Market Research

2010

In Research



**ANNA
SHAPOVALENKO**

Best trend-watcher
ever

April 2021

Research Director,
Stories R&C

2017-2021

Research Director,
Atelier Market Research

2006

In Research

Was on the Client
Side in Danone

Our Story-Founders

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larisa.sidorova@stories-consulting.ru

LARISA SIDOROVA

April 2021

Co-founder, Research Consultant, Stories Research and Consulting

2004-2021

Co-Founder, Research Consultant, Atelier Market Research

1998-2004

Head of Qualitative Department, Validata



gakina.galkina@stories-consulting.ru

GALINA GALKINA

April 2021

Co-founder, Client Service Director, Stories Research and Consulting

2004-2021

Co-Founder, Client Service Director, Atelier Market Research

1993-2004

Chief Qualitative Analyst, Validata

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Thank you!

+74951094201

Office 308, Bolshevik BC, Leningrasky
prospekt 15, bld. 35, Moscow

office@stories-consulting.ru

www.stories-consulting.ru