



# Jennifer Belcastro

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I have spent over 25 years as a Consumer Insights & Brand Strategist working for mid to large corporate agencies that are compromised by high overhead/costs, corporate bureaucracy, and complex staffing models—challenges that have led to a client servicing model that is to the detriment of the very clients they aim to serve. This inspired me to become an independent consultant, which allows me to leverage my depth of experience and entrepreneurial creativity without such limitations. My clients benefit from direct senior engagement, custom tailored solutions, that are delivered more quickly and more cost effectively.

I have been leading meaningful conversations and investigations to derive an empathetic understanding of what inspires people's behaviors and choices. Through these insights, I ensure the voice of the consumer is central to in guiding corporate and brand strategies.

## Why Partner w/ Me?

- ✓ 25+ years experience across many industries
- ✓ Senior-level expertise, engagement, and consultation from project inception to completion
- ✓ Fully customized solutions to solve your unique business questions
- ✓ Strategic consultation and actionable recommendations
- ✓ Affordable rates

## Services | Qualitative & Quantitative (B2B, Consumer, Shopper)

### FOUNDATIONAL RESEARCH

### IDEA, INNOVATION & CONCEPT TESTING

#### Early Stage

- ✓ Inform and optimize
- ✓ Identify/Size the target audience

### PRICING ELASTICITY STUDIES

### CONSUMER SEGMENTATION

Identify/prioritize high-opportunity segments

### MARKETING, ADVERTISING & MEDIA STUDIES

*Creative Pre-Testing*  
*Ad/Marketing Campaign Effectiveness*  
*Media Mix Modeling*

### BRAND RESEARCH

*Ethos, Identity Development*  
*Positioning Strategy*  
*Awareness & Equity Tracking*  
*Portfolio Strategy*

**AND MUCH MORE!**

