

P R E S S R E L E A S E

Successful with consulting and qualitative psychological market research – curth+roth^{vtr} celebrates its 11th anniversary this month

Hamburg, November 1st 2010: curth+roth^{vtr}, a Hamburg based, owner managed research agency which has specialized in qualitative psychological market research methodologies celebrates its eleventh year in business.

The founders Johannes Roth (52) and Jochen Curth (44) are particularly proud to have notably expanded the new business this year after a challenging year in 2009.

More than two thirds of its total revenue come from international market research and consulting projects for blue chip companies. To handle these global accounts curth+roth^{vtr} cooperates closely with mostly owner-managed agencies in Europe, the US and Asian countries.

For 2011 the agenda is to extend the methodology spectrum in the area of Usability, Online research (a particular focus is placed on the further development of online FocusGroups) as well as with regard to empirical social research.

Moreover, curth+roth^{vtr} intensifies the cooperation with market research agencies in EU-countries as well as in Asia. Johannes Roth “We see an increasing demand on consumer insights from Asian countries such as China, Korea and Japan in order to market high-quality products successfully there.”

Company profile curth+roth^{vtr}

curth+roth^{vtr} identifies consumer needs and delivers insights for successful marketing activities.

We analyse markets from the customer's point of view and ensure better marketing decisions and communication strategies.

Our product portfolio includes: Full-service market research, market-oriented innovation management as well as psychologically focussed usability studies and empirical social research.

Printing free of charge - please send specimen copy to us

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