



Virtual Edge to Help Reposition Innovation Research Company's Services

Virtual Edge Collaborative, May 22, 2008

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PR9.NET May 22, 2008 - Pittsburgh, PA – Virtual Edge Collaborative has been hired to help redefine, reposition and promote Sylver Consulting's (offices in Chicago and Brazil) existing services, as well as assist in the launch of the innovation research firm's new Cross Border Research capabilities, which helps U.S. companies introduce their products and services to foreign markets.

This initiative will include the reorganization and presentation of Sylver Consulting's existing website, as well as the creation and production of multiple sell sheets designed to individually showcase these services and their related case studies, both in digital and printed formats.

Sylver Consulting goes far beyond the capabilities and deliverables of a traditional marketing research firm. With a focus on customer-driven innovation, Sylver Consulting's areas of expertise are designed to fully support R&D, product development and marketing functions within an organization in the areas of innovation research and planning across a broad range of products, services and processes. The firm's core services include: Innovation Research, Innovation Planning Research, Integrated Custom Research and Cross Border Research. All are designed to leverage the firm's core philosophy of Design Ethnography, the principal qualitative research method used in Sylver's work.

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About Virtual Edge Collaborative

Virtual Edge (The Ad Agency Alternative) helps market small to mid-sized businesses at a fraction of what ad agencies or expensive design studios charge, without sacrificing quality, on a project-by-project basis.

Our virtual flat and flexible business model allows us to offer provide big agency talent without the big agency price tag. You only pay for the people and services you need when you actually need them. No retainers. No contracts. No smoke and mirrors. No dog and pony shows.

We do everything from from print, web, and interactive work to broadcast and identity for businesses all over the country.

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