

***Press Release***

***Promise Consulting joins the exclusive circle***

***of International Consulting Group (ICG) experts***

*Paris, 25th June 2015 – Promise Consulting, a market research and brand strategy consulting firm, becomes one of the 300 highly skilled members of the International Consulting Group (ICG). This network, which gathers the best international experts in various areas (marketing, finance, governance, risk management, etc…), is designed to give top-level consulting services to companies.*

**The International Consulting Group: a unique approach to consulting**

Since its creation in 2011, **ICG has gathered strategy and management consultants with a high mark-up**. **Each has complementary capacities** and covers a very wide spectrum of activity and field functions. First global platform for consulting services for companies (multinational or small companies), ICG offers a wholly pioneering approach to consulting: missions led **by the best international experts in their fields, who have an innovative insight of their sector, and the constitution of dedicated, agile, flexible and reactive teams.**

**“Global Thought leader”: launching a new programm in 2015**

**“Global Thought Leaders” are referent experts in their function**, on one hand because of their experience and on the other hand because of the theoretical and practical corpus they have achieved. They are often consultants who research and teach in higher schools and universities, in addition of their main activity: consulting. Most of them have already written several reference books**. The Global Thought Leaders’ mission is to bring to the network their projects’ expertise, their methodology and also their intellectual property.**

**Promise Consulting, ICG’s active affiliate**

**Promise Consulting, a reference consulting and brand strategy consultant, is part of ICG’s Marketing practice.**

Philippe Jourdan, the company’s CEO and co-founder, is now one of the ICG experts. Most of them come from diverse backgrounds: **consulting firms, boutiques and freelance consultants. They share common open-mindedness and innovation values, with a strong spirit of entrepreneurship.**

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*"We have joined ICG to carry on developing new business fields, in France and abroad, and also to increase the value we offer to our current customers. The return was almost immediate with a very prestigious new client in our portfolio",* ***declares Philippe Jourdan, Promise Consulting CEO.***

“*PAXTON has always worked with other consulting firms in France and abroad. Thanks to ICG, we are able to grow faster and quickly reach a critical mass of affiliates. This will help us to develop our visibility, our methodologies and practices portfolio. We favour a pragmatic approach with each of the affiliates, by learning to know one another in dribs and drabs. No doubt that ICG France will quickly be able to match big consultancy firms, as it is already the case in Australia”*, ***says Jean Piquet, France HUB supervisor.***

**ABOUT INTERNATIONAL CONSULTING GROUP**

ICG was created in 2011 in Sidney by David Moloney, a strategy consultant specialized in the financial area, in association with other consultants.

ICG offers to its clients, both international and small companies, top-level consulting services. Strategy and management consultants as well as the ICG network of consulting provide their abilities, their intellectual properties along with training courses. Members are able to accredit other members in order to enable them to deploy their methodologies in other countries: to join the ICG network, everyone has to show a strong consulting experience, acquired in big consulting firms, and bring value to the network through their expertise or professional network.

ICG currently has more than 300 members, 40 in France. For now, the network has opened hubs in 10 countries: Australia, New Zealand, Singapore, Hong Kong, the USA (New York and San Francisco), Canada, France, Belgium, the United-Kingdom and Sweden. The current target is to open new offices in new countries, especially in Asia, Western Europe or South America.

**ABOUT PROMISE CONSULTING**

**Promise Consulting** is a consulting and marketing research group that consists in 3 entities: Promise Consulting Inc., JPL Consulting and Panel on the Web. Promise Consulting delivers consulting and study services. Promise Consulting has created an innovative methodology to measure the brand’s performance and ROI: Monitoring Brand Assets. This methodology has been deployed in over 35 countries to date, and focuses on 250 brand studies in various fields and represent around 800.000 online questionnaires.

Based in Paris, New York and Casablanca, the group has led consultancy studies and services worldwide. The group is particularly acknowledged for its expertise in measuring brand value through consumer insights. Promise Consulting managed to develop innovative methodologies and patterns, which have been rewarded seven times over the last 10 years by the profession nationwide and worldwide. The group works with most of the major brands in luxury, cosmetics and selective distribution - especially in the framework of their development in national and international markets. The group also works in many sectors, to help the brands with growing strategies to enable them a better understanding of their market, address their consumers as well as seduce and retain their clients: mass consumption, automotive, financial products, etc…

Promise Consulting’s CEO, Philippe Jourdan, is the chief editor of the ADETEM’s review (French National Marketing Association) and also for the RFM (French Marketing Review) since 2011. He regularly publishes in global academic periodicals articles concerning brand evaluation in luxury and cosmetics. He is also a university professor and researcher at the IRG (CNRS).

**To learn more about Promise Consulting**

Website: <http://promiseconsultinginc.com>

Blog: <http://whatsnewinmarketing.blogspirit.com>

Facebook: <http://facebook.com/promiseinc>

Twitter: @pjourdan1967

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