


# SouthpawInsights

Established 2008



## CONTACT

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## CERTIFICATIONS



## TESTIMONIALS

Southpaw's expertise and partnership led to results that conveyed the feelings and impressions of our constituents and articulated them in a way that was compassionate and comprehensive.  
– EVP, Cornell University

Southpaw will optimize methodologies, thinking and insights and commit to fully understanding learning objectives and goals.  
– VP, Ogilvy + Mather

They are nimble and highly skilled researchers that truly understand a brand and its key research objectives.  
– Director of Insights, Macy's

## BUSINESS SUMMARY

We use both qualitative and quantitative research methods, from traditional to cutting edge, to help our clients understand what people think, feel, and do.

## CORE CAPABILITIES



### QUANTITATIVE

online, phone, and face to face surveys; segmentation and max diff studies



### QUALITATIVE

focus groups, in-depth empathy interviews, ethnographies, experiential research

## DIFFERENTIATORS

- Multi-cultural, multi-generational team steeped in creative research methodologies
- Our unique way of looking at the world + smart analytic techniques = a rich understanding of your audience
- Real word experience + academic qualifications = actionable insights.

## PAST PERFORMANCE

140 in-depth employee interviews to help an F100 financial institution course correct on their DEI efforts.

National survey to inform brand positioning and creative for a packaged food brand.

In-store experiential customer research to help a major retailer perfect their self-checkout system.



As a member of Titanium Worldwide (the world's first collective of certified diverse agencies), we regularly join forces with a tremendous network of talent.


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We joined forces with fellow members of Titanium Worldwide (the world's first collective of certified diverse agencies) to inform creative concepts for a pharma ad campaign.