Southpaw Insights

Established 2008

CONTACT

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CERTIFICATIONS





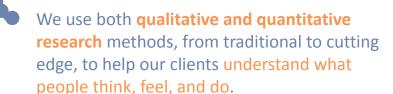




TESTIMONIALS

- Southpaw executed a complex, culturally-sensitive study without a hitch. The authentic, collaborative ethos of Southpaw makes them an invaluable strategic partner and a delight to work with. —Senior External Affairs Manager,
- Southpaw will optimize methodologies, thinking and insights and commit to fully understanding learning objectives and goals.
 VP, Ogilvy
- They are nimble and highly skilled researchers that truly understand a brand and its key research objectives.
 Director of Insights, macys inc

BUSINESS SUMMARY



CORE CAPABILITIES

- Conduct exploratory research to inform development of products or store concepts
- Test creative collateral, including ads, messages, and signage
- Evaluate internal programs using employee feedback (eg, DEI and Return to Office initiatives)

DIFFERENTIATORS

- Multi-cultural, multi-generational team steeped in creative research methodologies
- Human-centered empathy + Smart analytic techniques = A rich understanding of your audience
- Real world experience + Academic qualificationsActionable insights

PAST PERFORMANCE



In-home
ethnographies to
help a beverage
company
understand needs
and priorities
around smoothies.



National survey with dietitians and consumers to track the impact of a nutrition campaign.



Taste tests with kids and parents to help a frozen pizza brand choose a new recipe.