


SouthpawInsights

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

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

- **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 qualifications = Actionable 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.