

SouthpawInsights

Established 2008



CONTACT

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CERTIFICATIONS



Certified
Women-Owned
Business Enterprise

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



Annual customer survey to help an e-commerce platform improve the user experience.



Online community to bring various "style personas" to life for a fashion brand.



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