

## How Southpaw Insights Navigated 2022



It's been a long and winding road, but we made it through all the twists and turns and had another successful year!

### GET ORIENTED: THE VALUES THAT GUIDE US



- Listening is the best way to hear
- Smart decisions are based on smart data
- Great work comes out of a great workplace

LET'S GO!



Tune into our One Hit Wonder playlist for some road trip jams!

A link to our Spotify playlist can be found in the notes below

### Listening is the best way to hear

Our respondents are more than just rows in a dataset; they are real people with complex lives. It's a privilege that all kinds of people let us into their lives. We honor this by showing respect for their time, ideas, and experiences, and they reward us with unique insights.

### DETOUR!

In addition to listening, Jessica spent a lot of time talking about Southpaw and our work. Presentations this year included...



### People we spoke to along the 2022 journey...

- hospital C-suite decision makers
- hotel revenue managers
- voters
- dietitians
- parents
- Native American teens

13,570 and counting

### WATCH THE CLOCK

Our team works remotely across three time zones.

### TRAVEL ALERT!

Watch for rocks on the road. Southpaw can help you navigate obstacles!



Spend the night at the Insights Inn

### PIT STOP

Respondents appreciate the opportunity to be heard:

"I loved this study, it made me open up about a topic I was uncomfortable to talk about."

"This has been a very cathartic experience. I have appreciated sharing and learning from this community."

"I'm happy to have the space and I appreciate you taking the time to listen and capture my thoughts."

### Smart decisions are based on smart data

Our work impacts the direction of brands, products, campaigns, or even whole organizations, and we do not take this responsibility lightly. We express our gratitude for the trust our clients have placed in us by conducting high-quality, human-centered research that provides "a-ha!" moments and clear, relevant direction.

"Southpaw provided us with invaluable insights into our patients' minds that will allow us to better serve their needs. I've worked with countless research firms, and I honestly can say that Southpaw stands out as a shining star."  
—Sean Mayberry, CEO & Founder, StrongMinds



"During our organizational brand review — the first in our 37-year history — the Southpaw team provided invaluable guidance on target audiences, crafting appropriate questions for our research, and helping to distill the findings. The result was a rebrand that truly captured input from all of our audiences."  
—Claire Gill, CEO, Bone Health and Osteoporosis Foundation



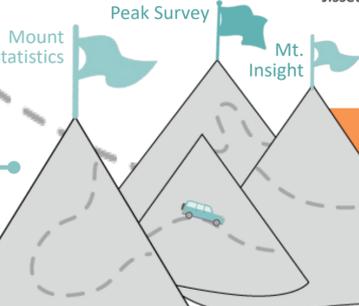
"Southpaw will optimize methodologies, thinking, and insights and commit to fully understanding objectives and goals. I can't think of very many partners who've made for a better experience through their expertise and partnership."  
—Jissette Lopez, Vice President, Ogilvy & Mather



### TRAVEL ALERT!

Don't forget your charts, graphs, and snow chains while traversing the mountains!

### TAKE THE SCENIC ROUTE



Take a rest stop and check out some of our recent work  
Link to our case studies can be found in the notes below



We are proudly certified by...



### We THRIVE

Jessica graduated from the WBENC WeThrive executive education program

We are in our 3rd year as a member of Titanium Worldwide, the world's first collective of certified-diverse media and marketing agencies.



**FUELING UP!** 19% of our 2023 spend went to diverse-owned businesses. 19% and climbing

### Great work comes out of a great workplace

Our entire team shows up as our authentic selves with clients and respondents, and we encourage them to do the same. We recognize that exceptional work arises from the shared trust and respect across our team.



### Looking forward to even more amazingsness in 2023!

Handwritten signatures of team members



We donate a portion of our profits to organizations that have meaning to our team members!  
This year's recipients:



### SCENIC OVERLOOK

Munch on our favorite road trip snacks while you take in the view:

- Grapes
- Gummy Bears
- Peanut Butter Cups
- Salt and Vinegar Chips
- CheX Mix
- Nuts
- Hot Tamales
- Flamin' Hot Fries
- Flamin' Hot Fritos