

# 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**

The Southpaw team was strategic to ensure research met our business objectives, as well as detail-oriented so that each step went smoothly.

— VP of Marketing,



## 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, packaging, 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 food company build empathy and understanding with low-income consumers.



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.