

## CAPABILITY STATEMENT

### WHAT WE DO FOR YOU

#### Insights360 provides A-to-Z design and execution of qualitative research initiatives.

Led by a doctorate-level sociologist with 20+ years experience, Insights360's traditional and online research studies leverage a full range of methods to reveal the "why" behind consumer behaviors. The insights gained from our work deepen market understanding and inform successful organizational decision-making.

### CORE COMPETENCIES



#### RESEARCH DESIGN

- Strategic methodology development, vendor recommendations and screener creation



#### PROJECT MANAGEMENT

- Timeline management, discussion guide/tool development, participant recruitment and vendor coordination



#### RESEARCH EXECUTION

- In-person or online interviews, focus groups, ethnographies, bulletin boards and usability studies



#### ANALYSIS & REPORTING

- Data analysis and reporting of actionable insights and key opportunities

### DIFFERENTIATORS

- **Highly experienced** in creative projective techniques and ethnographic research
- **Multilingual interviewing** in Spanish, Portuguese, German and French
- **Multicultural expertise** in best practices for engaging Hispanic/AA communities
- **Trained facilitator** skilled in guiding interdisciplinary groups in idea generation
- **15-year industry specialization** in financial services, pharma/health, CPG & non-profits

### CERTIFICATIONS

- Certified by Women's Business Enterprise National Council
- Certified as a Minority Owned Business Enterprise by the National Minority Supplier Development Council (NMSDC)



### PERFORMANCE HIGHLIGHTS

#### Centers for Disease Control

- Focus group testing of a Zika virus health communication plan with community members and healthcare workers in multiple markets



#### U.S. Department of Agriculture

- Focus groups with mothers of infants to evaluate an educational campaign, understand obstacles to breastfeeding and determine messaging with greatest resonance



#### Public & Private Corporations

- Designed and executed numerous successful research initiatives for Fortune 500 companies in **financial services, pharma/health, service industries, food/beverages & retail/CPG.**



*References readily available.*

### NAICS CODES

- **541910** (SIC 8732)  
Marketing Research & Public Opinion Polling
- **541613** (SIC 8742)  
Marketing Consulting Services
- **541720** (SIC 8732/8733)  
R & D in the Social Sciences & Humanities
- **541810** (SIC 7311)  
Advertising Agencies & Agency Consulting Services