



Our Beliefs

*Quality is to be expected
What we do matters
Education is key
Keep it simple*

Our Focus

*Innovation
Experience
Versatility
Connections*

Our Values

*Loyalty
Teamwork
Expectations
Community*



Jackson Associates / Jackson Adept Research Competencies

2018



The Jackson Family of Companies

Atlanta, Boston, Los Angeles

We've always been known for our talent.

- Local Recruiting & Quality Assurance
- Luxurious / Flexible Facilities
- Proactive Management
- Extensive Databases
- Cutting Edge Technology
- Creative Problem Solving



Visit jacksondept.com

Our Services

We provide the highest quality data collection services in the nation.

Qualitative and Quantitative

- Focus groups
- IDIs, mini groups
- Dyads/Triads
- Ethnographies
- Ideation/Creative Sessions
- Sensory Tests
 - Monadic /Sequential Monadic
 - Heat and hold
 - Paired Comparison
 - Triangle Tests
- Home Use Tests
- Placements

Full Service

- Field Management
- Screener Development
- Moderation
- Programming / Hosting
- Analysis / Reporting

Outstanding Recruiting

We find innovative solutions to complex recruits.

- Pre-segmentation
- Usage captured for tracking studies
- Targeted sample pulls
- Web capability streamlines operations
- Algorithms in advance
- National verified panel partners



Superb Project Management

- Dedicated Project Manager
- Daily Updates
- Proactive / Collaborative Approach
- Proprietary program automates interdepartmental communication – minimizing errors



Proactive Approach to Security and Quality

- 100% Respondent Verification
- Separate Quality Assurance team
- 24-hour security property oversight
- Security cameras throughout
- Staff trained in security protocols when working with prototypes



Technology Services

We stay on top of cutting edge technology.

Instant Update

Monitors allow our guests to see who has checked in – in real time

JacksonStream

Minimal delay and maximum screen-size, chat feature and auto-archive for 30 days

Dials

We own dials and can provide onsite technicians nationally – ask for pricing

Atlanta

Perimeter / North Atlanta

- Commercial kitchen with walk-ins
- 5 focus suites with luxurious lounges
- CLT room with seating for 30
- 1,200 sq. ft. auditorium, viewing for 24 plus 12 more in lounges
 - Theater seating for 100
 - Direct access from parking lot
- **Instant Update** – real-time updates of respondent arrival
- Free parking
- Internal and external security surveillance and staff
- Impulse Honor Roll Hall of Fame



Midtown, City Center

- 3 focus suites with fabulous lounges
- Minutes from airport
- Contemporary
- **Instant Update** – real-time updates of respondent arrival
- Near art & theatre district, museums, botanical garden, shopping, top restaurants, Piedmont Park
- Highest ratings in Impulse Guide since 2011



Boston

Quant and Sensory Experts

Focus / Flex Spaces

- **Commercial and residential test kitchens**

- Commercial and residential ovens
- *Walk-in refrigeration
- 20 microwaves
- Stainless prep
- Loading dock
- Large local database
- **Two focus suites** with viewing for up to 12 clients (1 currently)
- Flex space to build gyms/custom settings



Los Angeles

Beverly Hills

- 6 focus group suites
- Multi-tiered viewing rooms
- Walk to finest hotels, dining, shopping
- Dual viewing (traditional and remote)
- 12 miles from downtown Los Angeles
- Impulse Honor Roll Hall of Fame



Encino

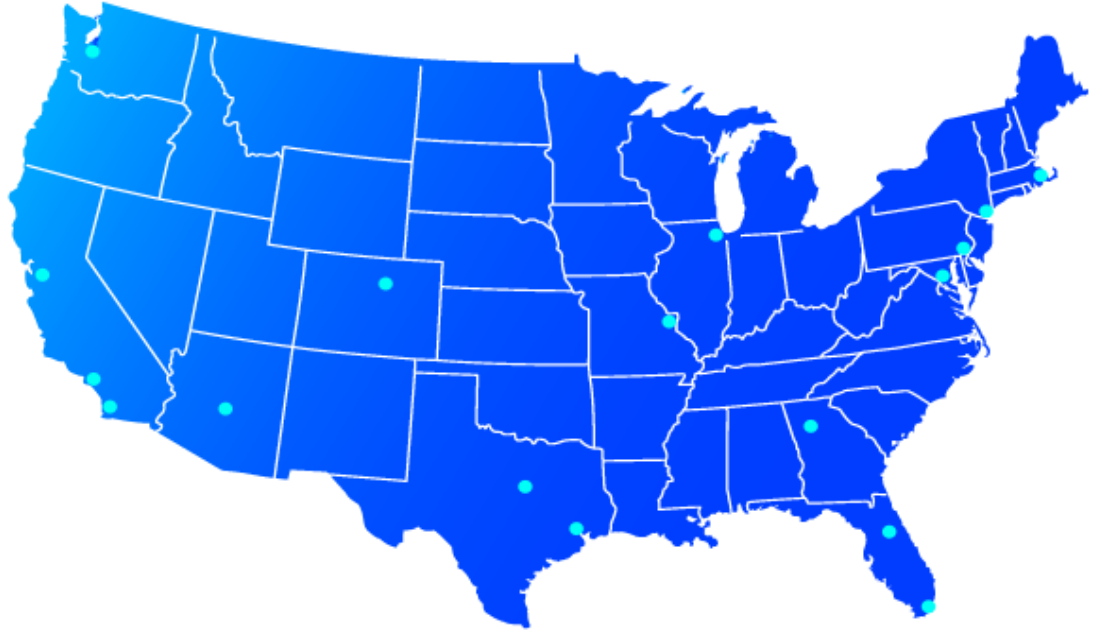
- 4 focus group suites
- Multi-tiered viewing rooms
- Multi-purpose room with seating for 40
- Dual viewing (traditional and remote)
- Private client meeting rooms
- 20 miles from downtown Los Angeles
- Impulse Honor Roll Hall of Fame



National Reach / Field Management

Single point of contact,
complimentary bids

- ✓ Atlanta
- ✓ Boston
- ✓ Chicago
- ✓ Dallas
- ✓ Denver
- ✓ Houston
- ✓ Los Angeles
- ✓ New York City
- ✓ Orlando
- ✓ Philadelphia
- ✓ Phoenix
- ✓ Miami
- ✓ Seattle
- ✓ St. Louis
- ✓ San Diego
- ✓ San Francisco
- ✓ Washington, DC





ATLANTA BOSTON LOS ANGELES

Thank you for the opportunity.

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Online Resources

ATLANTA

[Jackson Associates website](#)

[Jackson Midtown \(PDF\)](#) – facility info,
directions, hotels

[Jackson Perimeter \(PDF\)](#) – facility info,
directions, hotels

BOSTON

[AnswerQuest \(Boston\) website](#)

[AnswerQuest \(PDF\)](#) – facility info,
directions, hotels

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