



# Jackson Associates

## Competencies Presentation

**Submitted by: Marisa Pope, President**

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# About Us

Jackson Associates offers the finest recruiting and facilities on the East Coast with offices in Atlanta and Boston.

The Jackson team is made up of research professionals with a combined total of more than 300 years worth of experience. Our “**Diamond Service Program**” showcases our finest when they attain this coveted award.

The company is best known for its outstanding training, which produces the highest quality recruitment and customer service.

## Our Beliefs

Quality is to be **expected**

Education is **key**

Keep it **simple**

What we do **matters**

# Our Culture



## Four Rules That Govern

**Loyalty** to company and clients

**Teamwork** ties us together

**Perspective** is positive

**Expectations** are kept high

## Our Database



Expansive respondent databases and market expertise

- Over 100,000 in Atlanta database
- Over 30,000 in Boston database

Understand the cultures and communities in our markets

Specialize in niche audiences (patients, physicians, ethnic groups)

- Targeted sub-databases including:
  - Incontinence
  - New and expectant moms
  - Facility Managers / Office Managers

Computerization streamlines operations

National verified panel through GlobalScope, LLC

## Our Quality and Security Protocols



- Separate quality assurance team validates respondent qualifications
- Verifies appointments
- Manages confirmations
- Oversees product deliveries, inventory, storage and shipments
- All product stored in secured rooms with keypad entry limited to authorized personnel
- ID required prior to admittance
- Security cameras throughout facility
- 24-hour security property oversight
- Remote monitoring capability

# Research Services

## Qualitative

Focus Groups  
Qual / Quant (CLT)  
Ethnography  
Interviewing (on- and off-site)  
Usability Tests  
National Field Management  
Ideation Sessions  
IDIs

## Quantitative

Sensory Tests  
Placements  
Intercepts  
Online Surveys  
Programming and Hosting  
Telephone

# Jackson Midtown

Easy access, 12 miles from airport

Three trendy, sophisticated studios

Tiered and bar style seating

Cutting edge technology including “Instant Update” and  
“Stay Connected” communication system for host staff

Surrounded by 4- and 5-star restaurants and hotels,  
as well as the Atlanta art scene



## Private 2<sup>nd</sup> Floor Access



Elevator lobby



Respondent Reception

# Warm and Intimate – The Peachtree



Featuring seating for 10 in the viewing room, this studio suits anyone's taste.

# Jackson Perimeter



**Four focus suites with luxurious lounges**

- Theater seating for 100, Classroom for 75
- Viewing for 24
- Permanent store shelves
- 3D ready

**Commercial kitchen, residential kitchen and sensory lab  
equipped with 25 laptops**

**1200 sq. ft. foot auditorium**

- Direct access from parking lot

**Internal and External security cameras and staff**

# Sensory Lab, Test Kitchen, Commercial Kitchen



# Inspiration, Innovation, Ideation



Inspire respondent creativity in the auditorium with our Ideation motif.

# JAQ Boston

4,000 square feet

Ground floor access and loading dock

Focus room with viewing and lounge

Local recruiting and quality assurance

Sensory lab and adjacent prep kitchen  
with seating for up to 40

10 miles from Boston proper

Internal and external security



## Focus Room and Viewing



## Sensory Lab and Test Kitchen



Sensory Lab seats 30 per session



Plenty of storage and countertop space

# Our Research Team

**Melisa Gipson** – Executive Vice President **20 years**  
Project Estimator; oversees Business Development

**Kelly Gray** – Vice President **8 years**  
Project Estimator; oversees Client Services for Atlanta locations

## Project Directors

**Rachel Knobloch** **3 years**  
**Bobbie Jo Salyers** **10 years**  
**Antwane Benjamin** **3 years**

**Candice Pratt** – Call Center Director **8 years**  
Oversees Call Center Operations, Moderator

**Belinda Williams** – Quality Assurance Director **12 years**  
Oversees confirmations, monitoring, product receipt, inventory, shipment

**Lillie Haley** – Client Services Manager, Perimeter **12 years**  
Oversees QAs, AV staff, coordinates projects onsite

**Robert Richie** – Client Services Manager, Midtown **7 years**  
Oversees QAs, AV staff, coordinates projects onsite

# Strategic Alliances

Jackson Associates supports the marketing and research industries through their membership and volunteerism in:

MRA - Marketing Research Association

PMRG - Pharmaceutical Marketing Research Association

AMA - American Marketing Association

ESOMAR – European Society of Marketing and Research

CRF - Creative Research Foundation

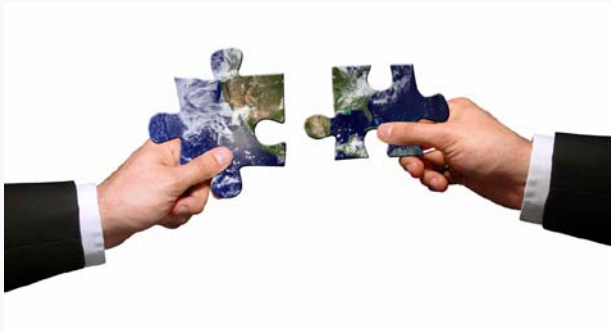
CPSI – Creative Problem Solving Institute

In addition, Jackson Associates has established strategic partnerships with consultants, technology providers, field agencies, and full service research firms to help our clients select the most robust research solutions.

Strategic Marketing, Inc.

Southern Institute of Manufacturing Technology

GlobalScope, LLC



# SMI and SiMT, GlobalScope



Strategic Marketing Inc (SMI) and the Southern Institute of Manufacturing Technology (SiMT) collaborate with Jackson Associates and AnswerQuest to provide cutting edge technology solutions to today's challenging marketing questions.

GlobalScope, LLC is a strategic alliance of top-level facilities in specifically targeted markets including:

Los Angeles  
Chicago  
Boston  
Atlanta  
Dallas  
Washington, DC

This alliance allows Jackson Associates to offer clients an outstanding alternative to using chains along with national and international field management and project coordination services.

## About Marisa, Owner of Jackson Associates



**Marisa Pope**  
President

Marisa Pope has been in the marketing research profession for over 20 years and has experience in both qualitative and quantitative research methodologies. She has a strong background in advertising, promotion and operational efficiencies and has been an active member of the Atlanta/Southeast Chapter and National Marketing Research Associations for most of her career.

Marisa is a member of the National AMA and serves as a Director-At-Large on the Board of Directors for the National MRA. She is an accomplished public speaker who has been instrumental in the development of several educational seminars for both the chapter and national associations. Marisa is a Past President for the Atlanta / Southeast Chapter of the MRA and served for four years on the Education Work Group, two years as Chairperson, for the National MRA.

The recipient of the National MRA's prestigious Shining Star Award in 2006, Marisa was also awarded the Distinguished Service Award in 2010 and has achieved and maintained her Professional Researcher Certification (PRC) status. She also serves on the Program Committee for the Pharmaceutical Marketing Research Group and belongs to the AMA, ESOMAR, PBIRG, CASRO and many other industry associations and groups.

A Chicago native, Marisa moved to Atlanta with her family when in her teens. She attended the University of Georgia with a concentration in Advertising. After successfully managing Jackson Associates for more than 17 years, Marisa purchased the company in 2006. She is active in the daily business operations while spearheading sales and business development. Her passion for the industry and drive for success keeps her looking for ways to stay ahead of the competition, and these attributes are reflected in the company's technology, facility design and client relationships.

When she isn't working, Marisa enjoys hiking, making jewelry and traveling (most especially to Sedona, AZ.) But her true passion is spending time with her nephew, Nicholas and her niece, Sydney, who keep her focused on the most important things in life.

# Client Feedback

We are always excited when we have an assignment in Atlanta because we get to work with Jackson Associates!

**Jill Arthur**  
*R.F. Caffrey & Associates, Inc.*

People here are FABULOUS! This is absolutely my preferred facility in Atlanta. It's high tech, clean, comfortable with plenty of space, food, and drink.

**Jennifer Tallarigo**  
*MarketVision Research*

Really enjoyed working with you guys. You did a great job with a difficult recruit and lots of changes!

**Jess Wehner**  
*Ipsos Understanding Unlimited*

Life on the road is hard enough. I have to say, of all the facilities we use, I think you realize that the most. You should offer training courses on how to run facilities and customer service.

**Beth Carey**  
*Integrated Marketing Associates*

We have found that the service, quality and commitment to customer satisfaction are always excellent at Jackson Associates. They are always our first choice of focus group facilities when we conduct groups in the Atlanta market.

**Chris Curtright**  
*UPS*

Jackson Associates has raised the bar for me for excellence in a research facility. The words "No, we can't" don't seem to be in their collective vocabulary. They try and usually succeed beautifully – and always with a smile. Their warmth is always so welcoming to a weary traveler. I consider it to be one of the very top stops world-wide!

**Ellen Karp**  
*Anerca International Inc.*

# We Give Back

**Jackson Associates and AnswerQuest proudly support the following organizations:**

American Heart Association

Autism Speaks

Boy Scouts of America

Make-a-Wish Foundation of Georgia & Alabama

Susan G. Komen for the Cure

TOMS Shoes



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**Contact us to learn more.**