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A Brave New World of Market Research

CAPABILITIES OVERVIEW

2024

mizzouri[®]

SHOW ME.

Hello there.

We *love* partnering with our clients and helping them solve their biggest business challenges.

We founded Mizzouri because as clients, we struggled to get what we really wanted from our research agencies. And as senior leaders at large global research firms, we struggled to give our clients what they really needed because our siloed organizations made it virtually impossible. In short, we know what great partnership looks like, and we built Mizzouri to deliver great to every client, every day.

Mizzouri is a full-service, global market research and consulting firm on a mission to help clients answer their business questions and make better decisions, faster. Mizzouri's logistics-based business model is unique to the industry, as is its application of technology to the art and science of custom market research. Namesake of the great "Show Me" state of Missouri, the agency is an overt expression of the founders' unwavering belief that disruption is possible in market research. The name is simply recognition of the fact that clients may need to see it to believe it.

Mizzouri also has a full-service graphic design and advertising firm. In addition to the creative work that this team develops for clients, they're instrumental in creating research-ready imagery – whether that's products, packaging, branding, environments, adcepts, print ads, or other marketing materials that a client would like to test. Invariably, our team is significantly faster and less expensive than client agencies of record.

We're built

a ~~little~~ lot differently than the rest of the industry.



100% custom research

We customize every study design to deliver exactly what you need, and *only* what you need. We don't sell off-the-shelf research products – rather, we carefully craft every study to combine the right methodologies and get the best possible answers.

We answer *big* business questions for our clients, and in many cases, we're using one smartly designed test to replace massive amounts of custom research.

Importantly, our researchers are fluent in every methodology we offer. There are no siloes. So, no troublesome handoffs across teams (or confusion about who you need to call for a particular type of study).

QUALITATIVE

Smart qualitative leveraging cutting-edge approaches, including projective techniques, cognitive interviewing, deprivation, conflict groups, immersion excursions, iterative concept development, sensorial exploration, auto-ethnography, ethnography, shopper and in-context work, online bulletin boards, and other behaviour-based approaches.

QUANTILATIVE

Large-base qualitative: coding and analysis of open-ended questions within quantitative studies, enabling clients to understand the *why* while they're uncovering the *what*.

QUANTITATIVE

- Concept testing
- Ad testing (print, broadcast, video and trailers, digital, outdoor, etc.)
- Market sizing
- Habits and practices studies
- Usage and attitude studies
- Product testing and in-home product placement and usage testing
- Branding and packaging testing
- Employee and customer satisfaction studies
- Equity tracking
- Volume forecasting
- Brand health tracking
- Price pack architecture (PPA)
- Pricing studies
- Shelf optimization
- Path-to-purchase studies
- Usability studies
- Public relations and crisis studies
- Big data synthesis
- Searchable video and content database development
- Efficiency and effectiveness studies
- *And more!*

**We actively look
for smarter, faster,
more effective
solutions.**



We build multiple studies in one,

and we create proprietary
solutions that our clients
can own.

We do it all
in virtually any
global geography.

We start with the human brain in mind.

Our philosophy on the science of human research

We're *deeply* engaged in the psychological and behavioural sciences. And it's not simply because all clients seek to change consumer behaviour – whether that's to convince them to buy a box of Frosted Flakes or a Spicy Chicken Deluxe Sandwich. We know that leveraging psychology and the behavioural sciences enables us to give our clients better, more informed, and more actionable data. So, we apply this thinking to everything from how we design our surveys to which gamified question types we choose.

We design our research to understand consumers' choice behaviours as well as their belief states and attitudes – because when it comes to behaviour, belief states and attitudes matter. It's a two-way street. Attitudes influence behaviour, and behaviour influences attitudes. We work to uncover every delight, every myth, every rationalization, and every barrier that consumers believe are legitimate reasons to consider (or not consider) a particular product or brand.

SYSTEM 1



Fast, intuitive, automatic, subconscious, linked to heuristics (rules of thumb and shortcuts)



SYSTEM 2



Slow, deliberate, systematic, rational, considered

Thinking Fast and Slow



The great state of Mizzouri

Your full-service global team



Mizzouri is a WBENC-certified women majority owned business, and our two founders have more than (gulp!) 60 years of combined experience in market research, marketing, branding, consulting, and training. And our Mizzouri River is home to some of the most inspiring people in the industry. Roughly 140 researchers, marketers, storytellers, semioticians, ethnographers, cultural anthropologists, statisticians, business analysts, technologists, sociologists, and data visualization experts – all very senior and highly regarded in their fields. In their free time they're authors, sailors, rock climbers, marathoners, artists, skydivers, bloggers, skiers, students, poker players, parents, grandparents, musicians, and guerilla gardeners.

We all enjoy flexing our business intelligence to help clients solve their most enigmatic problems. And we love what we do. If you ask us, there's a lot to be said for that.

We assign the perfect team to every project, but it's important to note that at least one of the Partners is involved on every initiative. No bait and switch here!



Ali Perry | Founder & CMO | Nashville USA

A rolling stone gathers no moss, they say. Stagnancy? Not even part of her vocabulary. But if Ali's picked up anything over the course of her career, it's momentum. And an unwavering belief that getting the right information into the hands of her clients has the power to inspire brilliance.

A self-proclaimed Brand Junkie, Ali's career has spanned market research, advertising, brand consulting, and marketing in the US and the UK for companies that include Kantar, Ipsos, Foot Cone & Belding Advertising, The Kroger Company, Deskey, and Chiquita Brands International. She waxes poetic when recounting work for powerhouse brands such as Disney, Starbucks, Target, Microsoft, L'Oréal, ExxonMobil, and Lyft. She obsesses over storytelling and data visualization. She wryly admits she's spent more money moving her cat across continents than moving herself, but figures there are far worse extravagances to be guilty of. (Like, say, exceeding her goal of visiting 20 distinct countries in a single year.)

And after a successful career helping inspire global brands, doggedly chasing piercing insights, and turning around troubled businesses, Ali revels in her role as CMO - where in addition to leading research she is responsible for the development of Mizzouri's unique customer experience. She is also the CEO of Zografia, Mizzouri's full-service advertising and graphic design firm. All rumours that she's also the company prankster are grossly exaggerated.



Kristin Sharp | Founder & CEO | Nashville USA

Fearless Leader indeed – though, to be clear, she bears no resemblance to the principal antagonist in the 1960s animated series. Kristin is fearless when challenging the status quo and forging brave new business territories. And without question, she is an inspiring and gifted organizational leader.

It's no wonder. This McLean, Virginia native spent 13 years at Procter & Gamble in both marketing and research roles and left as a Director after leading teams of 50+ individuals, managing research budgets in excess of \$30 million, earning a reputation as a turnaround maven, and deeply impacting a broader market research organization of nearly 1,000 members. She has held CEO and Global COO posts at Ipsos and TNS in both the US and the UK, is passionately client-centric, and steadfastly believes in the transformative power of timely business intelligence.

It's not clear if her MBA from Georgetown University has anything to do with her ability to solve a Rubik's cube with preternatural speed, but her spatial intelligence and problem-solving skills have helped more than a few clients. Ask her if she likes to cook and she'll tell you it's an onerous chore best left to others. She'd rather read voraciously, immerse herself in new technology, captain a sailboat off the coast of Africa, and maintain her 'global citizen' status (as well as her fluency in Japanese). And like her co-founder, Kristin is on a mission to transform the market research industry.