



BRAND AND PRODUCT DEVELOPMENT

WHY STANDPOINT?

StandPoint designs cutting-edge research that ensures you are meeting customer needs, improves your confidence in decision-making, and inspires creativity.

From soft drinks to footwear to lawnmowers, many well known companies rely on our expertise in using research to support product and brand decisions.

OUR VALUE PROPOSITION IS “MORE THAN RESEARCH”

Our clients tell us that a compelling benefit of working with StandPoint® is that our reports are written from a marketer’s perspective and can be passed to an internal client or senior manager without repackaging. Every report includes a section entitled **Our StandPoint**, which briefly summarizes everything decision makers need to know. We are great communicators. We go to great lengths to ensure our reports are written concisely and with impact. You’ll also get our interpretation and “point of view,” not just a re-statement of data. That’s the genesis of our brand.

Another key difference is our ability to fully grasp your business objectives and design a research protocol around that. This difference will be apparent from your first contact with us. Our team is comprised of business savvy individuals who have mastered research techniques. We are adept at understanding important principles like product lifecycle, strategies and tactics, and competitive forces—typical drivers for market research.

CONTACT US

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CONTACT

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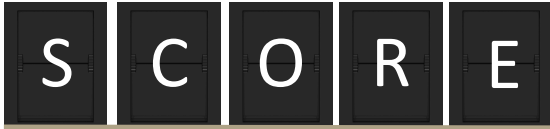
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StandPoint®



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Powered by **TeamBuilder™**

WINNING CONCEPTS REQUIRE THE RIGHT TEAM

SCORE is our unique qualitative research approach to concept development. It is unique because of our patented **TeamBuilder™** screening process.

ABOUT TEAMBUILDER™

TeamBuilder™ identifies participants who are best suited for ideation, creative problem solving, critical analysis, or have a natural ability to build an emotional story about brands. This process allows us to identify the highest-contributing, most productive participants for each stage in concept development.

The **TeamBuilder™** profiles can be identified in any market and with any qualitative research facility.

TeamBuilder™ classifies participants into four types: Storyteller, Problem Solver, Creative, and Organizer – each of whom make a unique contribution to the process.

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