

Who We Worked With

22 total clients

Partnerships Include:



of our work comes from repeat clients

WHAT THEY SAY:

"The world needs **more of the work you do.**"

"The entire partnership felt **seamless, collaborative, and deeply aligned** with our goals."

"Their **strong communication, collaborative approach, and expertise** consistently lead to valuable insights. I can always count on Southpaw to **deliver high-quality work.**"

Scope and Reach

Number of Respondents We Spoke To: **18,046**

Ethnographies, Focus Groups, and Interviews Conducted: **203**

Projects Completed: **32**

Surveys Written: **14**

AUDIENCES WE SPOKE TO:

- Massachusetts college students
- Optometrists, neurologists, pediatricians, nurse practitioners, and physicians
- Parents of school-age children
- Trendy fashionistas
- Midwives and doulas
- Black birthing people
- LGBTQ+ mental health providers
- Nursing moms
- NYC teenagers
- Deep-dish pizza eaters

What We Stand For

Certifications Maintained:

Community Organizations Supported:



35%

of our vendor partners are diverse owned



CORE VALUES THAT GROUND OUR WORK:

1

LISTENING IS THE BEST WAY TO HEAR

2

SMART DECISIONS ARE BASED ON SMART DATA

3

GREAT WORK COMES OUT OF A GREAT WORKPLACE