



CAPABILITIES STATEMENT

COMPANY OVERVIEW

SmartThink (an SBE) is an innovative marketing research and marketing strategy consultancy. We conduct focus groups, one-on-one interviews, ethnographies, surveys, and polls. We also partner with clients to drive strategic innovation, brand positioning and content creation.

DIFFERENTIATORS

- Award-winning leadership (>80 years)
- Pioneers in innovative qualitative research techniques
- Proprietary AI-driven research platform
- Quantitative research approaches certified by MASB and guided by PhD in behavioral science
- Proven business-building strategists

NAICS CODES

- 541910 Marketing Research, Public Polling
- 541611 Administrative & Gen. Management Consulting Services
- 541613 Marketing Consulting Services
- 541890 Other Services Related to Advertising

PAST PERFORMANCE



COMPANY SNAPSHOT

Point of Contact: Greg Head, Sr. Partner
 Office: 404.566.6630
 Mobile: 678.463.9983
 Email: ghead@smarthinkinc.com
 Web address: www.smarthinkinc.com
 DUNS: 078742175
 GDOT VENDOR ID CODE: 19444
 CAGE CODE: 0PEQ9
 SAM UEI: TYZQK5DNMQE7

LOCATIONS

191 Connally Place 2427 3rd Street NE
 Griffin, GA 30223 Washington, DC 20002

COMPETENCIES

Qualitative Research

- Focus Groups
- Ethnography
- Mixed Methodology Qualitative Exploratory
- In-Depth Individual Interviews
- Deprivation & Substitution Research
- Cognitive & Emotional Purchase Modeling

Quantitative Research

- Attitude and Usage Studies
- Customer/Employee Satisfaction Studies
- Tracking Studies
- Brand Positioning
- Concept Testing

Strategy and Innovation Consulting

- Brand Landscaping
- Brand Positioning
- Communications Optimization
- Brand Health Analysis
- Customer Value Analysis

CERTIFICATIONS

