



Southern Growth Studio

ADVANCED MARKET SENSE

DISRUPT THE MARKET.

Strategies for Growth Backed by Market Intelligence

The Southern Growth Studio is a growth consultancy that studies the market according to a unique methodology that uncovers opportunities. We identify and validate the white space, then synthesize data resulting in innovative strategies that give our clients a competitive advantage in the market. Our clients from varied industries are laser focused on growth. We are their secret weapon. Their think tank. We help them: Launch new products and services|Adjust market strategies|Evaluate pricing|Enter new markets

INTELLECTUAL CREATIVITY.

Multiple Points of Reference Yields New Perspective

Our team comes from diverse professional disciplines and our process harvests their wisdom. We examine the market from multiple angles and we look through varied lenses. At the Studio, strategists, social anthropologists, economists, analysts, marketing and advertising executives, and others gather to solve complex business problems. This team studies both the market data and the psychographics to develop new ideas that radically transform industries.

INVENTIVE.

Genius Lies in the Intersection of the Linear and the Non-Linear

Our methodology steps the team through multiple qualitative and quantitative research and analysis. We become immersed in the market. We wall paper our office with research and industry imagery. We model and project the possibilities. We brainstorm new opportunities and later debate the data as rational skeptics. We segment the market and measure demand. Through synthetic thinking, we draw connections. Under the layers of data: the ethnographic research, the conjoint analysis, the trend research, the competitive landscape, the market sizing... the strategy becomes clear and we crack the code.

NIMBLE.

Our Clients Take Calculated Risk for Aggressive Growth

Our strategies ignite innovative leaps and introduce new models to companies that feel the pressure of the changing world and the increasingly commoditized world marketplace. The work of the Southern Growth Studio delivers confidence and clarity to take action quickly. We work fast. Free of the constraints of bureaucracy and politics. Free of the shackles of the norm and the status quo. Open and exacting minds that generate real insight.

WE USE THE FOLLOWING TECHNIQUES AS PART OF OUR METHODOLOGY:

Ethnographic field research

- Consumer and competitor observation; in-store visits and tradeshow
- Competitor calls
- Online surveys, phone calls and in depth interviews
- Perceptual Maps
- Market Influence Indices
- Conjoint analysis

Quantitative Analysis

- Applied information economics
- Price elasticity and pricing analysis
- Market sizing, segmenting and prioritization

Competitive Analysis

- Strategy
- Positioning
- Features and functionality

- Value proposition
- Pricing

Industry Research

- Size and growth rate
- Trends
- Regulatory issues
- Public relations issues