



AGENCY OVERVIEW



WELCOME TO STITCH

Stitch Marketing Research is a full-service research and strategy agency. We're hired by brands, marketing agencies, non-profits, government entities and others to bring real-world market insights and direction to real-world decisions at important inflection points.



What We Do

- 01 • Business Issue Assessment
- 02 • Marketing Research Planning
- 03 • Research Fieldwork
- 04 • Reporting & Insights
- 05 • Consultative Recommendations





“They think, and then they challenge your thinking to make it better.”

—CMO, National Retail Brand

Client Comentary

“

In my mind, this was a formidable task, and Stitch handled it...”

“

We’ve made many alterations to our business plan...”

“

Their alignment with our core values strengthened our collaboration...”

“

Stitch helps to show how well-done research can grow the business...”

“

Creative about solution development, and passionate about seeing these ideas through...”

“

Brutally honest...”



Clients

[REPRESENTATIVE LIST]



Uber



HARIBO

Titleist

ACLU



instacart



RICOH



UC San Diego

The Good Feet Store



puracy



POPSMITH
POPPING CORN



Agency Partners

[REPRESENTATIVE LIST]

WOLFF
OLINS

BASIC/DEPT®

 RED DOOR®
interactive

3fold

GRIZZLY

PORTER
NOVELLI 
PUBLIC RELATIONS

Pilot

TB&C

VITRO

BAM

Verbal+Visual

BLVR

BRANDED 



LYON

MEDIA FRENZY™
GLOBAL

Sifty&Sifty

OSTER



Our Process

1. DISCOVERY

- Identify the business issue, and metrics for success
- Audit your current market insights
- Evaluate what your team knows, believes & questions

2. RESEARCH PLANNING & EXECUTION

- Determine relevant methodology
- Identify key internal participating stakeholders
- Full service + best-in-class tools

3. DELIVERY OF STRATEGIC RECOMMENDATIONS

- Implications for identified business issues
- Recommendations based on broad category experience
- Our own point of view

4. FOLLOW-UP & EVALUATION

- Compare against original business issues
- Identify successes & any new questions



Our Methodologies

QUALITATIVE

In-depth, via interviews, focus groups, etc.

QUANTITATIVE

Statistically projectable, via surveys, etc.

ETHNOGRAPHY

Real-world interactions, via online and offline follow-alongs, etc.

SECONDARY

Data gathered and synthesized via syndicated research, competitor analysis, macro market dynamics, etc.

AUDITS

Assessment of existing client data and internal metrics, synthesized.



Business Cases

- Defining The Market Landscape
- Profiling Target Audience Personas
- Testing Concepts
- Building A Pitch
- Idea → Action Steps
- Sizing The Market Opportunity
- Understand The User's Decision Tree
- Etc...

Industries

- CPG
- Healthcare
- Higher Education
- SaaS
- Start-ups
- Wellness / Sports / Fitness
- Branding / Advertising
- Others...



Our Differentiation 1/2

ONLY REAL BUSINESS ISSUES

Stitch Marketing Research's proposition: It's a very intentional discovery process, starting with real business issues. We create new intelligence through new research, to address those business issues.

“Great up-front engagement
to understand our needs
and our target market
on a deeper level.”

—CEO, Consumer SaaS Brand



Our Differentiation 2/2

HUMANS FIRST

Stitch Marketing Research brings the human equation to the front and center of the marketing discipline. We're not a market research agency, really. We're a group of human decision-making experts. Our methods for getting measurable data are simply tools for connecting those human decision-making processes to business and marketing challenges.

We pride ourselves in keeping human thoughts, feelings, and influences at the heart of all of our strategy, methodologies and recommendations.



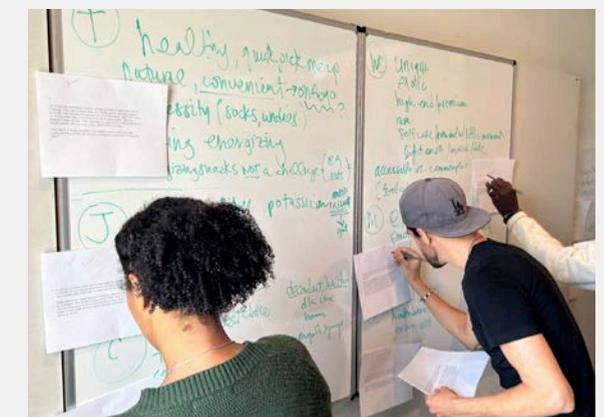
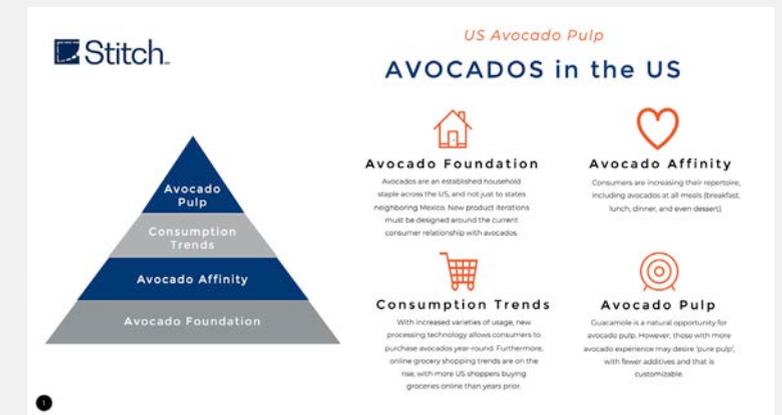
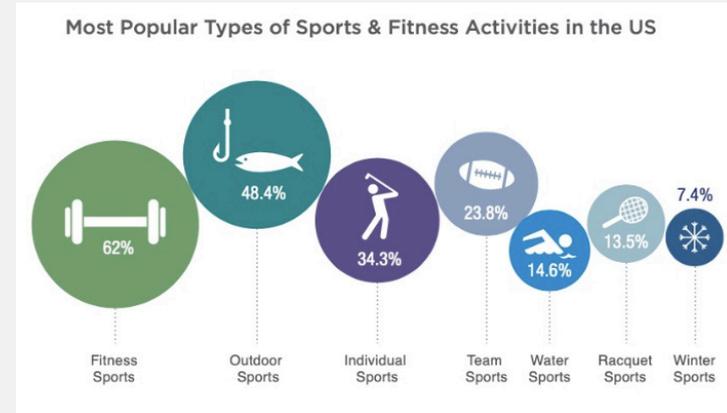
Our Deliverables

- Research Tools, Techniques & Fieldwork
- Presentations & Discussions
- A Point Of View & Recommendations
- Access To Data & Ongoing Support



Our Mission

Make Market Research tangible, actionable, and a driver of real growth.



A large, ornate building with a massive, ribbed dome and arched windows, set in a lush garden with a large stone fountain in the foreground. The building features a complex, multi-layered dome structure with a lattice-like pattern. The foreground is dominated by a large, circular stone fountain with a central decorative element. The scene is set in a well-maintained garden with various plants and trees, including palm trees. The overall atmosphere is serene and architectural.

ABOUT US.

Your Core Team



NATE HECKMAN
President



KATE HARTZELL
Senior Director, Insights



JYOTI FALERO
VP, Strategy



CHRISSEY BACLAGEN
Administration & Analytics



JULIE CHAVANU
Project Director



MARIEL MOSTACERO
Program Manager



CAROL BORKOWSKI
Director, Client Services



CINDY LANGSTON
Senior Strategist &
Qualitative Lead



MARK KILGORE
Operations



TESTED ON
HUMANS.

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