



GINGER is a marketing strategy firm in Minneapolis. We have over 25 years of experience in mining consumer insights, applying new thinking to brands, and having great success in the marketplace. We offer brand strategy, ideation and custom market research. We have know-how in almost every consumer category there is, have a raft of awards and successful marketing programs to our credit, and are proud to work with some of the world's great brands like Nordstrom, Starbucks, Target, The Ritz-Carlton, DreamWorks Animation, Athleta and Keurig, to name a few.

Our services:

Strategy & Planning that's razor sharp

- Marketing and brand planning
- Targeting and segmentation
- Brand architecture and portfolio strategies
- Management consulting and training

Ideation that's pro idea

- Consumer co-creation work sessions
- Custom facilitation
- Brainstorming sessions
- Futurescape and insight workshops
- New product development

Research that's fresh and action-oriented

- Not-your-mother's focus groups
- Digital anthropology, online chat and better social listening
- Custom quantitative – tracking, segmentation, A&U, concept testing
- Digital and in-person ethnography – in home, shop-alongs, ride-alongs
- Stakeholder research
- Creative and new product development
- Consumer journaling and video diaries
- Trend tours
- Salon dinners, qualitative pairs and multisensory positioning response
- Little-black-dress quantitative

Ginger's Alpha Panel that lets you talk to the person in charge

- Proprietary national panel of alpha females in major U.S. markets
- Articulate super consumers and creative research techniques to get potent insights fast

Ginger principals, Beth Perro-Jarvis and Mary Van Note, are longtime strategic partners who grew up in the large ad agency world. They offer immersive research, fresh ideas and strategies to move your business forward. Our positioning? *Ginger is a soft kiss from a girl who likes to bite.*

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