



mission

Help clients achieve sharp, focused marketing and communications

products | services

Clients use products / services for many different reasons *test product appeal and feasibility / pretest posttest advertising marketing communications / design public relations campaigns / continuous improvement for external and internal communications / explore policy underlying social programs and policy / other* O'Connell Enterprises reports start with data and end with

solutions *results / interpretation / summaries / implications / advice*

Products / services are mostly primary consumer research *employees / stakeholders / audiences / markets* using surveys, focus groups or personal interviews *online, telephone, self-completion, facilitated groups, one on one* Joanne also supports the work of others through teaching *courses / workshops / coaching*

Joanne provides the professional direction for projects *designs / manages / reports* and uses supplementary resources as needed *partners / subcontracts / leases*

The specific per-project product / service is designed to meet client needs