



Hyphen Market Solutions is a **custom market research** and **strategy** development consultancy. We **connect** you with **actionable customer insights** that can position your business for **smart growth**.

DISTINCTIVE APPROACH:

Hyphen's proprietary customer research methodology blends an investigative journalism style of information gathering with traditional qualitative research techniques. The result is a comprehensive audience profile that pinpoints motivations, behaviors and decision-drivers – which can help you market your products and services. Need more traditional research? We can handle that, too.

CUSTOM SOLUTIONS:

Nothing about our approach is one-size-fits-all. Our programs are customized to your unique business needs and goals. Though we subscribe to a variety of data sources, we use a local lens to study your unique marketplace. From day one, we create a program that meets your organizational goals, works within your budget and maximizes available resources.

EXPERTISE:

Our methodology can be scaled to fit the business needs of any organization, but we have special expertise in the following areas:

- Marketing and Public Relations Agencies
- Medical Technology and Healthcare
- Sports and Entertainment Properties
- Restaurant and Food Services
- Municipalities
- Real Estate
- Nonprofits

CURIOSITY

We don't just ask a lot of questions. We ask the right questions to understand the underlying customer behavioral drivers that directly impact your business. We are driven by a shared curiosity about the connections between customer desire, choice and perception.

INSIGHT

We provide actionable insights specifically derived from customized market research. Our insights can begin driving business decisions immediately and can be used to guide long-term strategies.

ACTION

Hyphen never leaves you high and dry with a binder full of data and recommendations that are difficult to execute. Our findings are presented in a clear, actionable format that maximizes your organization's ability to move quickly to implement our strategies within your available budget and resources.

READY TO LEARN MORE?

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