



# Facility Information

## JACKSON ASSOCIATES MIDTOWN

1180 Peachtree Street, 2<sup>nd</sup> Floor  
Atlanta, GA 30309

770-394-8700  
770-394-8702 fax

[www.jacksonassociates.com](http://www.jacksonassociates.com)

Including:

Feature Photos  
Directions  
Hotels  
Transportation  
Facility Info

# Elevator Reception



# Respondent Lobby

# Client Lounge



# Viewing Room



# AIRPORT DIRECTIONS

## Hartsfield-Jackson Atlanta International Airport to Jackson Midtown

Jackson Associates Midtown is located at the corner of Peachtree Street and 14th Street in Midtown, on the second floor of the 1180 Peachtree building, locally known as Symphony Tower.

1. Take I-85 NORTH from Hartsfield-Jackson Atlanta International Airport to exit 250 (Tenth Street/Fourteenth Street/Georgia Tech.)
2. Turn right onto 10th Street.
3. Turn left onto W Peachtree Street.
4. Turn right onto 14th Street.
5. Turn left at the first right (Crescent Ave) into the 1180 Peachtree parking deck.

**PLEASE NOTE: This is a PAID PARKING facility. We validate client parking. Present your validation when exiting.**



1180 Peachtree Street, 2<sup>nd</sup> Floor, Atlanta, GA 30309

[Click on address to open in Google Maps](#)

### Navigating the parking deck:

**When entering the parking deck:** Use the entrance to the parking deck on 14th Street at the Crescent Avenue intersection. Once in the deck, bear left and go up spiral ramp. After 3 full rotations you should come to an opening where you'll turn right and then right again to reach the ticket gate. Please note which side of the lobby entrance you use when entering the elevator lobby.

**When exiting the parking deck:** Take the ramp down, following signs to the FIRST 14th street exit, which will take you to the Crescent Avenue and 14th Street intersections.

# HOTELS

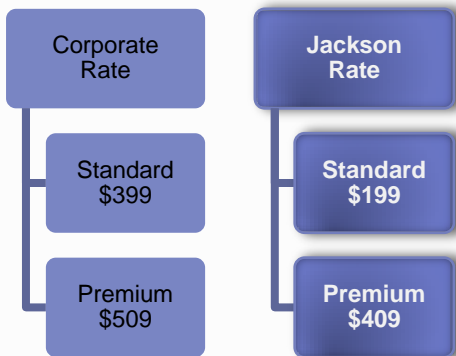
Jackson Midtown  
Preferred Partners  
Other Recommendations



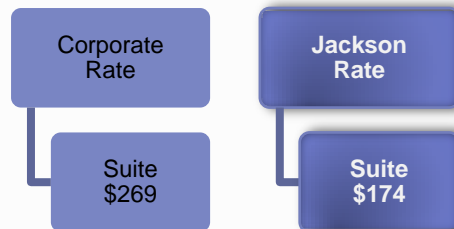
Mention Jackson Associates to receive our preferred rate.



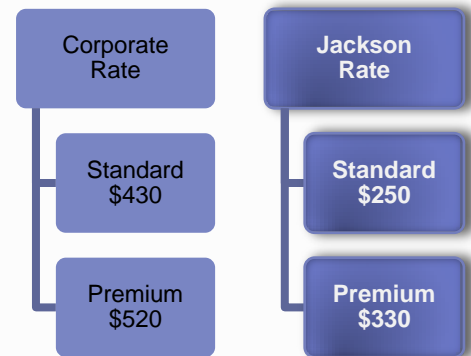
**W Atlanta - Midtown**  
188 14th Street, NE  
Atlanta, GA 30361  
404-892-6000



**Marriott Suites Midtown**  
35 14th Street NE  
Atlanta, GA 30309  
404-876-7727



**Four Seasons**  
75 14th Street, NE  
Atlanta, GA 30309  
404-881-9898



**Additional information about our partner hotels:**

- **The W Hotel and Four Seasons Atlanta** provide complimentary car service within a five-mile radius of their hotels, which includes Jackson Associates, the Arts Center MARTA rail stop, upscale shopping and top-rated restaurants.
- **Atlanta Link Shuttle** delivers and picks up for \$18.50 one-way or \$33 round-trip to the airport
- Various airline frequent flyer programs

## Other Hotel Recommendations

Nearest Jackson Midtown

Hotel Midtown	404-873-4800
Artmore Hotel	404-876-6100
Loews	866-563-9792
TWELVE Atlantic Station	404-961-1212

Buckhead Area  
15 minutes north

Embassy Suites	404-261-7733
Ritz Carlton Buckhead	404-237-2700
Grand Hyatt	404-365-8100
Westin Buckhead	404-365-0065

Airport Area

Ramada Renaissance	404-762-7676
Atlanta Airport Hilton	404-737-9000
Airport Marriott	404-766-7900
Sheraton Gateway	770-997-1100



# RIDES

## Rentals, Shuttles, MARTA, Taxis

Prices subject to change.

### Car Rentals

Atlanta's airport has all major companies. We have special pricing with Enterprise for a savings of about 15% a day. Call 404-763-5220. JA's Corporate Class Membership number: **03G0036**.

### Atlanta Link Shuttle

Serves the Midtown area. Pick ups as well as return trips to the airport are made by reservation. The cost is \$18.50 one way or \$33 round trip. Call 404-523-3400 for more information or to make a reservation.

### MARTA

Metro-Atlanta Rapid Transit Authority – From ARTS CENTER Station: Head east on 15th Street to Peachtree Street. Turn right onto Peachtree Street. After the David R, Goode building, enter 1180 Peachtree's lobby (next door to Tap). Take Elevator to Floor 2.

### Taxis

Taxi services in Atlanta can be costly. We have a special deal with **Atlanta Dunwoody Cab Co. Tell them you are with Jackson Associates.** Cost DOES NOT INCLUDE taxes and gratuity and are the same whether you use cash or a credit card. Call 770-289-4399 for a car. Costs - \$45 one-way and \$95 round trip.

# About Jackson Associates



Jackson Associates is considered the premier focus facility in Atlanta, with a reputation for excellence in project management and communications.

Consistently "Top-Rated" by the Impulse Survey, it is our attitude toward relationships that sets us apart. We value our relationships with our clients and it shows - from the bids we send back within an hour, to the profiles our clients receive nightly, to the special touches we offer once they arrive.

We have a team of dedicate professionals, many of whom have worked side by side with me as the company has grown through the years. We pride ourselves on our ability to be creative, proactive and to work as a team, to ensure that our projects run smoothly. We excel at recruiting niche audiences and have maintained not only a large database with more than 100,000 general respondents, but also mini databases that include specialty audiences such as patients, new mothers, political activists and others.

I am proud to be associated with the team of professionals who conduct the bulk of our work here at Jackson Associates.

Please get to know us if you don't already; I promise you won't be disappointed.

*Maura*



# Midtown Facility (Atlanta)



Our Midtown facility, located at the corner of Peachtree and 14<sup>th</sup> Streets in the heart of Midtown Atlanta is made up of three, trendy, sophisticated studios that boast the latest in technology, including “instant updates” where clients are automatically updated when respondents check in on a monitor in the viewing room. Intimate and warm, this sophisticated space is just 12 miles from the Atlanta airport and surrounded by 4- and 5-star restaurants, hotels and the arts. Although not as flexible as our Perimeter location, this facility more than makes up for it in privacy and luxury.

The photographs included here are just to give you an idea of the type of space we offer in the facility for our clients.

Visit our website at [www.jacksonassociates.com](http://www.jacksonassociates.com) to view more of our focus rooms and amenities.

## Especially well-suited to studies that:

- Require a more urban audience
- Focus on more professional participants (high net worth, lawyers, executives, etc)
- Require high ceilings (ceilings are 11-12 feet high)
- Have a more sophisticated clients (who enjoys bright colors, intimate surroundings, shopping and the arts)
  - Surrounded by 4- and 5-star hotels and restaurants
  - Close to the Arts – High Museum, Fox Theater, GQ Aquarium, World of Coke
- Focus on a younger audience (hip, trendy)
  - Local colleges within minutes
  - Trendy pubs, clubs and restaurants in the area
  - Lofts, condos, etc surround the building
- Require a higher percentage of ethnic participation
- Require close proximity to airport or convention centers (12 miles from Hartsfield-Jackson Atlanta International airport.

# Perimeter Facility (Atlanta)



Our suburban facility, located near Perimeter Mall in Sandy Springs, is housed in a 20,000 square foot building that boasts 4 spacious focus suites outfitted with the latest technology, a 35-line phone center, private interview rooms and our administrative offices. Our focus suites are spacious and flexible enough to accommodate even the most complicated project requirements.



Our auditorium is what our clients select when their project requires more space than a traditional focus room will offer. Over 1200 square feet of space, this room also has viewing rooms with adjacent lounges at either end, allowing more clients to watch the activities in person.



It was intentionally designed to accommodate large items, such as automobiles, oversized displays and is uniquely suited to host qual / quant projects, such as mock juries and perception analyzer tests. It can be arranged theater, u-shape, living room or classroom style to meet any project's unique needs.

The photographs included here are just to give you an idea of the type of space we offer in the facility for our clients.

Visit our website at [www.jacksonassociates.com](http://www.jacksonassociates.com) to view more of our focus rooms and amenities.



## Especially well-suited to studies that:

- Are large and complex – requiring multiple rooms, onsite recruiting
- Require large displays (cars, appliances, mock store shelving, etc)
- Are taste tests – we have a commercial kitchen
- Are done in sessions or self administered
  - We have a sensory lab that accommodates up to 20 per session, with an adjacent prep kitchen
  - We have mobile usability stations we can place in focus rooms
  - We have onsite, full time IT Director and AV Manager
- Require respondents that are more suburban or rural in nature
- Require more than one hostess for large number of clients
- Can use rooms with no or virtual viewing (closed circuit)
- Would benefit from a self-contained building
- Require large rooms
  - Auditorium is 54 X 22
  - Rooms 2.5 and 3.5 are 32 X 22
  - Room 1 is 24 feet long with permanent store shelves



# Boston Facility



Our Boston facility, located just 15 miles from Logan International airport, is equipped for all your qualitative and quantitative project needs.

Our spacious prep area makes food service studies a breeze. Our CLT room is flexible and spacious - allowing up to 30 computer stations or offering a creative space for ideation or display of large appliances. Unless it's a car, this room can probably hold it.

Our adjacent prep room is fully equipped with more than enough refrigerator and freezer space, 18 microwaves, 4 ovens and 30 feet of stainless counters.

Our viewing area allows our clients to view into the focus room via 2-way mirror, or virtually view into the CLT and prep area. Dual cameras allow our clients to switch from prep to test and back with the latest in video technology and a state-of-the art sound system.

## Our Boston facility features:

- 4,000 square feet
  - *20 minutes from Logan airport*
  - *Spacious multi-purpose CLT / sensory lab*
  - *Seating for up to 30 at a time*
- Spacious , fully equipped prep area
  - 18 microwaves (8 are 1100W and 10 are 1300W)
  - 4 ovens
  - 5 refrigerators
  - 3 upright freezers
  - 1 chest freezer
  - 30 feet of stainless countertop
- Ground floor access and loading dock with double doors
- Viewing capabilities
  - 2-way mirror into focus room
  - *Virtual viewing into CLT room and/or prep area*
- Local recruiting and quality assurance

Visit our website at [www.jacksonassociates.com](http://www.jacksonassociates.com) for more information about our facility and services.

# Company Bios



Marisa Pope, PRC - President

Marisa Pope has been in the marketing research profession for over 20 and has experience in both qualitative and quantitative research methodologies. She has a strong background in advertising, promotion and operational efficiencies, and has been an active member of the Atlanta/SE Chapter and National Marketing Research Associations for most of her career.

She is a member of the National AMA and serves as a Director-At-Large on the Board of Directors for the National MRA. She is an accomplished public speaker who has been instrumental in the development of several educational seminars for both the chapter and national associations. Marisa is a Past President for the ATL/SE Chapter of MRA and served for four years on the Education Work Group, two years as Chairperson, for the National MRA.

Marisa was the recipient of the National MRA's prestigious Shining Star Award in 2006 and was awarded the prestigious Distinguished Service Award in 2010.

When she isn't working, Marisa enjoys hiking, making jewelry and traveling (most especially to Sedona, AZ). But her true passion is spending time with her nephew, Nicholas and her niece, Sydney, who keep her focused on the most important things in life.



Melisa Gipson, PRC - Vice President

Melisa began her career in Market Research in 1992 as an interviewer at our Lakeshore Mall location. Now the corporate Vice President, Melisa is responsible for project estimates and overseeing the Quality Control department. She is an active member of the National MRA as well as the Atlanta/SE Chapter.

Melisa has earned three Star Awards and was voted the Most Dependable Manager for 2000. Melisa lives in Gainesville with her husband and her two children. In her spare time, she enjoys scrap-booking, singing, and spending time with family and friends.



Kelly Gray, Vice President

A Rhode Island native, Kelly obtained her bachelor's degree in Hospitality Sales and Meeting Management from Johnson and Wales University in Providence, RI, where she graduated cum laude. Prior to her relocation to Georgia she was a restaurant supervisor for a hotel in Providence, RI and later a sales coordinator for a five-star hotel in Boston, MA.

Kelly joined our team in 2005 and quickly worked her way up to Project Manager, a role in which she was very successful. She moved into the Client Services Director role in 2010 and began assisting with project estimates later that year.. She exhibits a strong drive, excellent communication skills, attention to detail, an upbeat attitude and the ability to find innovative solutions to challenging issues.

Kelly enjoys reading, cooking and baking, spending time with her husband, talking to her family in New England and spending quality time with her close friends.