



Facility Information

JACKSON ASSOCIATES PERIMETER

1140 Hammond Drive, Suite H-8100
Sandy Springs, GA 30328

770-394-8700
770-394-8702 fax

www.jacksonassociates.com

Including:

Feature Photos
Directions
Hotels
Transportation
Facility Info

Focus Room



Auditorium

Commercial Kitchen



Commercial Kitchen

Sensory Lab



Adjacent Test Kitchen



AIRPORT DIRECTIONS

Hartsfield-Jackson Atlanta International Airport to Jackson Perimeter

Jackson Perimeter is located in the Perimeter Town Center complex at the intersection of Peachtree Dunwoody Rd and Hammond Dr in North Atlanta.

1. Take I-85 NORTH to GA 400 exit #87. (50¢ toll road)
2. Take exit #4-A toward Peachtree Dunwoody Road / Johnson Ferry Road.
3. Turn right at Glenridge Connector.
4. Turn left at Peachtree Dunwoody Road.
5. CROSS Hammond Drive. Perimeter Town Center is on your immediate right.
6. Take the second entrance into Perimeter Town Center.
7. Drive straight back. Jackson Associates is two buildings behind Woodham's Eye Clinic. The entrance is on the lower level between buildings H and I.

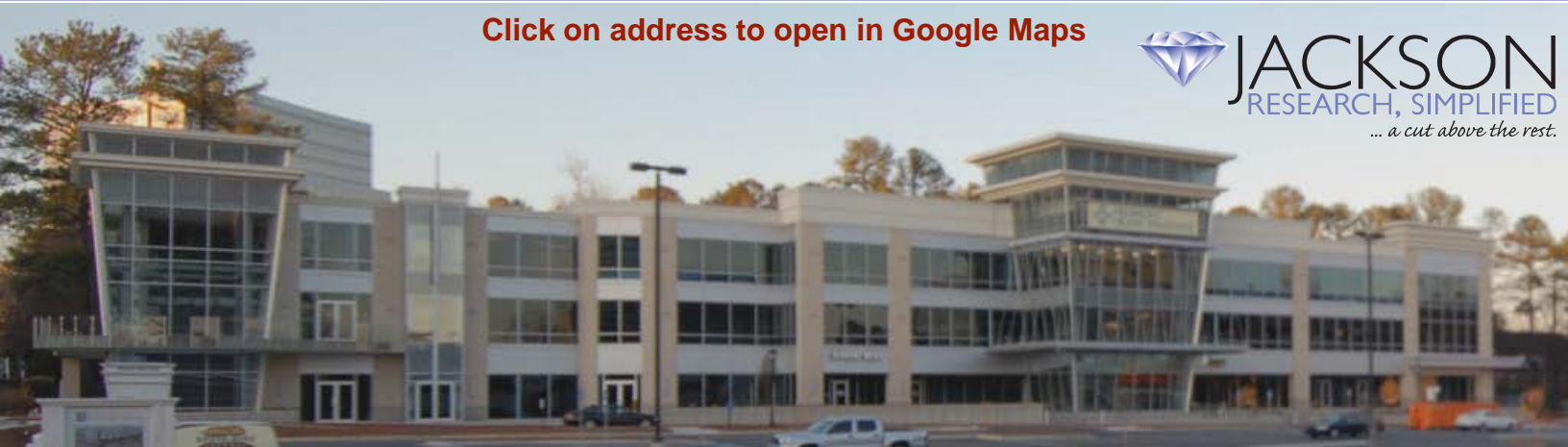


Perimeter Town Center Aerial View

1140 Hammond Drive, Bldg. H, Sandy Springs, GA 30328

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

 **JACKSON**
RESEARCH, SIMPLIFIED
... a cut above the rest.



HOTELS

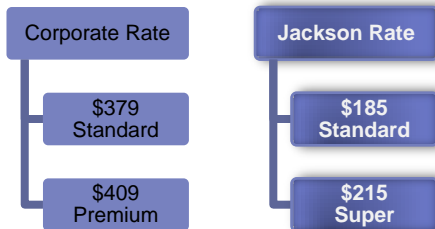
Jackson Perimeter
Preferred Partners
Other Recommendations



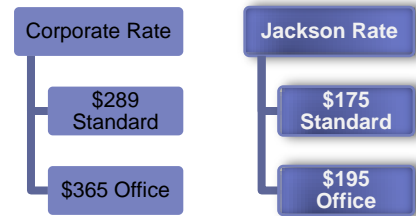
Mention Jackson Associates to receive our preferred rate.



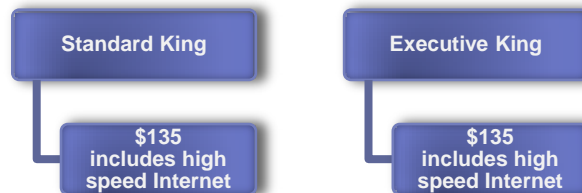
Atlanta Perimeter Hotel & Suites (formerly W Hotel)
111 Perimeter Center West
Atlanta, Georgia 30346
770-396-6800



Westin Atlanta Perimeter North
7 Concourse Parkway
Atlanta, Georgia 30328
770-395-3900



Crowne Plaza Atlanta Perimeter at Ravinia
4355 Ashford Dunwoody Rd.
Atlanta, Georgia 30346
770-395-7700



Our partner hotels offer the following:

- Courtesy van service within a 2-3 mile radius of hotel, which includes Jackson Associates, the Perimeter MARTA rail stop, upscale shopping plazas and Perimeter Mall, and area restaurants
- **Superior Shuttle** delivers and picks up for \$35 one-way or \$65 round-trip to the airport
- Various airline frequent flyer programs

Other Hotel Recommendations

Nearest Jackson Perimeter

Comfort Suites Hotel	770-828-0330
Marriott Courtyard Perimeter	770-393-1000
Atlanta Marriott Perimeter Center	770-394-6500
Embassy Suites	770-394-5454
Hilton Garden Inn	404-459-0500
Hampton Inn	404-303-0014
Hilton Suites Atlanta Perimeter	770-668-0808

Buckhead Area 15 minutes south

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**.

Superior Shuttle

Travels to hotels in the area. Operates like a bus service, making several stops in the area. Pick ups as well as return trips to the airport are made by reservation. The cost is \$35.00 one way or \$65 round trip. Call 770-457-4794 for more information or to make a reservation.

MARTA

Metro-Atlanta Rapid Transit Authority – Take the Northbound train to Dunwoody Station (North Springs line – NOT Doraville). The station is a short walk to our facility, about two blocks.

Our partner hotels offer free shuttle service from the station to the hotel.

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 - \$55 one-way.

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.

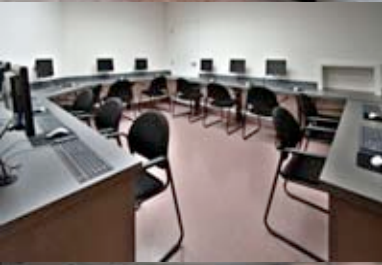
Maura



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 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



Midtown Facility (Atlanta)



Our Midtown facility, located at the corner of Peachtree and 14th 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.

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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.

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 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.