



Our Approach

Martin & Stowe is a consultancy specializing in qualitative research. In this capacity, we provide our clients with in-depth marketing counsel to maximize their product, branding and communications opportunities. Projects range from broad-based strategic investigations to highly targeted and more tactical assignments.

In broad-based strategic projects, Martin & Stowe delve into the underlying dynamics of consumers and categories in order to identify marketing opportunities for our clients. We strike to the core of what motivates the consumer, not just on a rational level but deep into the subconscious where real purchase decisions often occur. Martin & Stowe has developed an arsenal of innovative investigative tools and methods that allow us to go in-depth where others may just scratch the surface. We are proficient at exploring the emotions and imagery so central to understanding perceptions of companies and brands. Because we identify real wants and needs, not just those that are easily expressed, we provide clients with catalysts for new product development.

With more tactical projects, Martin & Stowe helps clients strengthen and select from among a range of ideas or concepts under consideration, whether those concepts are new product ideas, advertising executions, positioning platforms or packaging prototypes. Our approach allows a client to learn not only if concepts work but how they work and how to make them stronger. As desired, we also work with clients to develop or frame concepts for this type of research.

At Martin & Stowe, our final product is one that inspires action. In our analyses, we don't just sift through and report on the information gathered. We digest it. Then, we filter it through our own disciplined thinking and creative vision. Our final product is one that provides clients with provocative insights they need to propel their products and brands forward – insights that allow them to make an impactful, relevant connection with their customers and prospects in today's competitive marketplace.



Our Expertise

In getting to the deeper truths of how consumers experience their world, Martin & Stowe draws on its expertise to develop a research plan that is customized at several levels: in terms of audience type, interview format and type of study.

Interviewing Formats

- Focus Groups
- Smaller Group Sessions
- In-depth Interviews
- Tele-depth Interviews
- "Natural Habitat" Interviews
- Accompanied Shopping
- Bulletin Board Groups

Audiences

- General Consumer
- Business-to-Business
- Technology
- Children, Teens, Senior Targets
- Sensitive Audiences
- Cultural Audiences

Studies

- Strategic/Targeting
- Branding
- Advertising
- Packaging, Collateral
- Internet and e-Commerce
- Usability
- Product Research
- Tactical Research



Clients

Skype
T-Mobile
eBay
StubHub!
Yahoo!
McAfee
Microsoft Corporation
Oracle Corporation
Hewlett Packard
Motorola
CommTouch
Intuit
Ingenio
BabyCenter
Support.com
Playboy.com

Brash Entertainment
Electronic Arts
McGraw Hill Companies

PayPal, Inc.
Visa USA
Charles Schwab & Co.
John Nuveen & Co.
Janus Mutual Funds
H&R Block
California Casualty
Barra, Inc.

Safeway Corporation
Starbucks Coffee Company
McDonald's Restaurants
Jack in the Box
RadioShack
Mervyn's
Nestlé Company
Proctor & Gamble
The Dole Food Company
Benziger Winery
Specialty Brands

Sybron Dental
Braun Oral-B
Trigg Laboratories
Kaiser Permanente
SpectraGenics

Benjamin Moore Paint
Salomon S.A.
Sears Craftsman

Landor Associates
Spot Runner
LaPlaca Cohen
New Solutions

American Honda Motor Co.
Kia Motors America
Mitsubishi Motors
Nissan Motors Corporation
PACCAR

Tahoe Mountain Resorts
United Airlines
Smith Ranch Retirement Homes
Crowne Plaza Hotel

Stanford Center for Professional
Development

SFMOMA
Philadelphia Museum of Art
The Contemporary Jewish Museum
UCLA Live
Cal Performances
Ordway Center, St. Paul
Wallis Annenberg Center, Beverly Hills
Hollywood Bowl
Los Angeles Philharmonic
Philharmonia Baroque Orchestra
LA Chamber Orchestra



Who We Are

CAROL D. MARTIN | Principal

Carol has a wealth of experience in the development and marketing of consumer, technology and business-to-business products. Prior to forming Martin & Stowe in 1991, Carol was a Vice President and senior research/planning executive at Foote, Cone & Belding, San Francisco. In her years at FCB, she directed the research on many accounts including The Clorox Company, SC Johnson, Epson, National Semiconductor and Levi Strauss.

Throughout her career, Carol has focused her energies on delving deeply into the minds of consumers, uncovering both the emotional as well as rational components of decision making. By merging keen consumer insights with her own creative vision, she has helped many Fortune 500 companies, smaller start-ups and non-profit organizations develop highly successful products, advertising, brand identities, and marketing programs.

Carol holds an MBA in Marketing from the University of Wisconsin at Madison and a BA in Art History from the University of Michigan.

MARSHALL STOWE | Principal

Marshall honed his marketing expertise in the financial sector, launching his career at CitiBank and continuing at leading regional banking institutions such as Crocker Bank and Security Pacific Bank, where he introduced highly successful new products in the retail banking and trade finance areas.

Since founding Martin & Stowe in 1991, Marshall has worked with clients across a broad range of categories. He brings, naturally enough, an expertise to clients in the financial sector and has a specialized understanding of technology products. Regardless of the product or category, Marshall combines in all his work an intuitive grasp of issues with an ability to cut to the core of what motivates the consumer. It is this mix of talents that allows Marshall to work very effectively with clients to deliver products, marketing and advertising programs that respond to real consumer or business needs.

Marshall earned his MA and BA in Political Science from San Francisco State University.