

Client Testimonials

You have had a fundamental influence on our strategic thinking and we now have a new appreciation for the two-way conversation we have with our audiences. I have been impressed with how quickly you've immersed yourselves in our culture and gotten up to speed on our challenges. Overall the research has been a very productive use of our dollars.

Amy DeMaria: Senior Vice President, Communications, Cystic Fibrosis Foundation

I have brought Edge in to conduct marketing research at each of the conservation organizations I have headed. Their out-of-the-box thinking challenges us to push beyond the conventional approaches so we can deeply understand our audiences and how to reach them. Their work has been a key piece of the foundation for some of my most important initiatives and programs.

Vikki Spruill: President and CEO, Council of Foundations

We are still basking in the great reviews of your research presentation, and are now kicking off this branding initiative with the support of the President and the Cabinet. We are so glad to have had the opportunity to work with you on such an important project for Holy Cross. Thank you for the care and attention, creativity, and intelligence you put into this work. It's been a pleasure and we look forward to more to come!

Ellen Ryder: Chief Marketing and

Communications Officer, College of the Holy Cross

Edge Research literally helped us transform our fundraising from siloes into effective donor-centered, cross-channel strategies. Their research and insights served as the catalyst for our new engagement and message with our audiences - and we are already seeing tangible results. Plus, they are a ton of fun.

Marguerite Kirst: Vice President, Marketing, The USO

When the Meals On Wheels Association of America needed some true insight into its current brand and how to best define its brand messaging going forward, Edge's creative methodology and project plan (along with their reasonable pricing) landed them the job. However, it was in their implementation that they really shined. They are smart, quick, determined, and focused on getting to bottom line motivations. They worked hard up front to align themselves with our needs and masterfully unearthed insights and wove them into valuable understanding and direction. In the end, they far exceeded our expectations and I

wholeheartedly recommend them to others.

Susan Waldman: Chief Marketing and
Communications Officer, Meals On Wheels Association of America