



**Rated #1 Full-Service Market Research Provider
and #2 Qualitative Market Research Provider**

2012 and 2013 Market Research Supplier Satisfaction Survey
marketresearchcareers.com

**C+R brings to light insights and understanding
so you can drive your business forward**

We're talented researchers from a variety of professional backgrounds, and our success story reflects an ethos supported by three fundamental principles: Great Research, Deep Perspective, Committed Client Service.

NO BLACK BOXES. EVER.

For over 50 years, clients have turned to C+R for custom-tailored research solutions. We approach all of our research with a fresh eye, beginning and ending with your business needs.

Quant? Qual? A mixed-method approach? We understand that every clients' goals are unique, and build fresh research plans from an array of scalable solutions that reflect our clients' specific needs and challenges.

What's more, we're constantly evolving our methods and keeping stride as the research landscape changes—online, mobile and beyond.

CRITICAL THINKING HONED BY REAL EXPERIENCE.

Our expertise comes from decades of experience and immersion into a diverse array of categories, segments and verticals. We bring perspective to your business through the lens of the general market and key target audiences alike – Latinos, shoppers, kids, teens, parents, B2B decision-makers and more.

Every project that comes through our doors gets senior-level attention start to finish. Our work comes to life through thoughtful consultation, and our process delivers focused insights that drive intelligent and informed decision-making. And it's why clients keep returning when it's time for the next project.

A WHATEVER-IT-TAKES PHILOSOPHY.

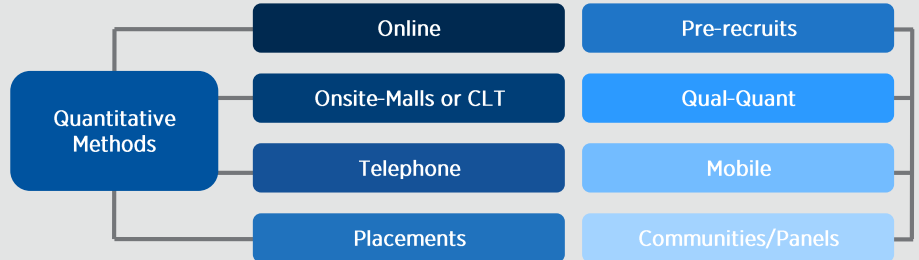
We've been described as tireless business partners, easy-to-do-business-with friends, and "real people" who take pride in all we do. That's because we're a dedicated group of professionals known across the industry for trusted client service, unsurpassed responsiveness and remarkable dependability.

OUR BREADTH OF METHODOLOGIES

QUALITATIVE EXPERTISE
Delivering powerful insights our clients can leverage to build strong brands, successful products and services, and powerful communications.



QUANTITATIVE EXPERTISE
Providing insightful research through superior execution, knowledgeable and experienced people who are intimately familiar with a client's industry, and sophisticated analyses.



OUR WIDE RANGE OF EXPERIENCE

TOPICS & TECHNIQUES

Advertising Comm. Checks
Attitude + Usage
Barriers to Purchase
Brand Equity
Category Appraisal
Co-creation
Concept Testing
Cost Reduction
Customer Satisfaction
Decision Paths
Immersion

Ingredient Risk
Market Sizing
Market Structure
Product Testing
Packaging Design
Positioning
Pricing
Promotions
Segmentation
Shopper Insights
Tracking
Usability + Design

AUDIENCES WE RESEARCH

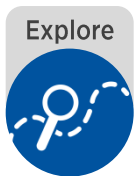
Brand Champions
Brokers
Ethnic Targets
Hispanic
African-American
LGBT
Professionals
Shoppers
Small Business Owners
Trendsetters
Underserved

Generations
Adult Consumers
Boomers
Kids, Tweens + Teens
Gen X
Grandparents
Matures
Millennials
Moms & Dads
Parents
Young Adults

OUR DEEP EXPERTISE

KidzEyes®
TeensEyes®
ParentSpeak
LatinoEyes®
ShopperEyes®
Subscription Learning
YouthBeat®
YouthBeat® Jr.

PRODUCT LIFE CYCLE



Explore

UNDERSTAND YOUR MARKET.

- Consumer Profiles
- Strategic Segmentation
- Day-in-the-life Ethnography
- Shop-alongs
- Immersions/"Day Camps"
- Insight Communities (MROCS)
- Needs Discovery
- Purchase Drivers
- Purchase Hierarchy
- Path-to-purchase
- Competitive Landscape
- Category Mapping
- State of the Market Place
- White space exploration



Launch

INTRODUCE YOUR PRODUCT.

- Early Concept Screening
- Concept Testing
- Interactive Concept Optimization
- Positioning Testing
- Product Testing
- User interface Testing
- Pricing Testing
- Naming Testing
- Packaging/Labeling Testing
- Assortment Testing
- SKU Incrementality



Check

DEVELOP YOUR BRAND'S VOICE.

- Early Stage Creative Testing
- Advertising Comm. Checks
- Brand Personality/Mood sorts
- Positioning Optimization
- Positioning Testing
- Promotion Optimization
- Advertising Tracking



Grow

FUEL BRAND MOMENTUM.

- Brand Tracking
- Brand Check-up
- "Brand Power"/Equity
- Enlightened SWOT
- A+U's/Usage Diaries
- Customer Satisfaction
- Category Re-appraisal
- SKU Mix Optimization
- Price Sensitivity
- Subscriber/Readership Studies

For more information about C+R Research's services, contact us at info@crresearch.com or call (312) 828-9200.