

# WHAT'S TRENDING AT C+R RESEARCH?

## Agile Solutions

Agility Advisors  
FlashQual/Flash Chats  
FlashShop  
Insta/Flash Quant  
Rapid Response

## Community HUB/ CommuniPanel

HUB for Immersive  
Multi-Modal Learnings  
CommuniPanel for Hybrid,  
High-Touch Qual,  
Quick-Turn Quant

## CultureBeat®

Connecting You to  
Key Multicultural Cohorts  
Hispanics (LatinoEyes®)  
African Americans  
Asian Americans  
LGBTQ

## Data with Emotion

Video Testimonials  
Metaphor Elicitation  
Response Latency  
Eye Tracking  
System 1

## Illuminator™

Connecting Behavior &  
Purchase Receipt Data  
to Attitudes  
Dollars + Attitudes™:  
A&Us Reinvented  
Omnichannel Solutions

## Innovation

Targeting Consumer  
Jobs & Needs  
Innovation Sprints  
Deep Innovation

## Segment Immersion

Micromersions/  
Speed Dating  
Panel Discussions  
Social Media Profiles

## Storyology Reporting

Sizzle Reels/Ethno Reels  
Lookbooks  
Infographics  
Animated Video Stories

## Strategy Activation Workshops

Empathy-Building  
Translating Insights  
into Action

## Unobtrusive Video Ethnographies

Ways to capture...  
Out-of-home behaviors  
(via wearable cameras)  
In-home behaviors (via Arlo)

## UX Testing

Usability Studies  
(Moderated & Unmoderated)  
Prototypes, Live  
(Web, Mobile, Apps)  
Card Sorting  
(Open, Closed, Hybrid)

## Youth + Family

YouthBeat®  
YouthBeat® Jr.  
Gen Alpha  
Gen Z  
Millennials

# CONTACT US



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Illuminator™ | Omnichannel  
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**C+R**  
RESEARCH

**Emerge smarter.**