



C+R Research's Capabilities

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 each 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

EXPERTISE

Qualitative



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

Quantitative



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



In-person

Ethnography Shop-alongs

Online

Mobile

Communities

Ideation

Online

Pre-recruits

On-site Malls or CLT

Qual-Quant

Telephone

Mobile

Placements

Communities/Panels

OUR WIDE RANGE OF EXPERIENCE

TOPICS AND TECHNIQUES

AUDIENCES WE RESEARCH

OUR DEEP EXPERTISE

- Advertising Comm. Checks
- Attitude and Usage
- Barriers to Purchase
- Brand Equity
- Category Appraisal
- Co-creation
- Concept Testing
- Cost Reduction
- Customer Satisfaction
- Decision Paths
- Immersion
- Market Sizing
- Ingredient Risk Market Structure
- Product Testing
- Packaging Design
- Positioning
- Pricing
- Promotions
- Segmentation
- Shopper Insights
- Tracking
- Usability and Design

- Brand Champions
- Brokers
- Ethnic Targets
Hispanic
African American
- LGBT
- Professionals
- Shoppers
- Small-Business Owners
- Trendsetters
- Underserved
- Generations
Adult Consumers
Boomers
Kids, Tweens and Teens
Gen X
Grandparents
Matures
Millennials
Moms and Dads
Young Adults

- 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

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
- Attitudes & Usage/Usage Diaries
- Customer Satisfaction
- Category Reappraisal
- 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.