



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 60 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, including System 1, eye tracking, video testimonials, passive metering, and metaphor elicitation, to name a few.

We also recognize that our clients are seeking results even faster—that's why we now have a suite of agile solutions.

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.



Activation

In Person

Communities

Mobile

Ethnographies

Shop-alongs

Ideation

Webcams

Communities/Panels

On-site Malls or CLT

Interactive Query

Product Placements

Mobile

Receipt-Based Surveys

Online

Telephone

OUR WIDE RANGE OF EXPERIENCE

AUDIENCES WE RESEARCH

- **Brand Champions**
- **B2B**
 - Administrative Professionals
 - C-Suite
 - Food Service Operators
 - General Contractors/ Handymen
 - Healthcare Professionals (HCPs)
 - Insurance Brokers/Agents
 - Small Business Owners
 - Teachers/Education Professionals
- **Ethnic Targets**
 - African American
 - Asian
 - Hispanic

- **Influencers**
- **LGBTQ+**
- **Shoppers**
- **Trendsetters**
- **Underserved**
- **Generations**
 - Adult Consumers
 - Boomers
 - Kids, Tweens and Teens
 - Generation Alpha
 - Gen Z
 - Gen X
 - Grandparents
 - Matures
 - Millennials
 - Moms and Dads

OUR DEEP EXPERTISE

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

WE CONDUCT RESEARCH AT EVERY STAGE OF THE PRODUCT LIFE CYCLE



EXPLORE

UNDERSTAND YOUR MARKET

- **Competitive Landscape**
- **Target Framing Surveys**
- **Habits and Practices**
- **Needs Assessment**
- **Path to Purchase/Purchase Journey**
- **Segmentation**
- **Market Sizing/Structure**

Deprivation/Immersion
Needs Laddering
Popup Communities
Video Ethnography
Target Profiling/Day in the Life



LAUNCH

UNCOVER NEW OPPORTUNITIES

- **Ideation and Concept Writing**
- **Concept Screening/ Testing/Optimization**
- **Product Testing**
- **Package Testing**
- **Reformulation Testing**
- **Claim Sorts**
- **Pricing/Elasticity**
- **Incrementality/Volume Forecasting**

Co-Creation
UX
Discrete Choice
TURF and Shapley Value
Bootstrapping Analysis



COMMUNICATE

DEVELOP YOUR BRAND'S VOICE

- **Early-Stage Creative Evaluation and Refinement**
- **Advertising Comm Checks**
- **Brand Personality/Mood Sorts**
- **Positioning Optimization**
- **Promotion Optimization**
- **In-Market Testing**
- **Advertising Tracking**

Projectives
CopyIQ
Copy Highlighter/Markup
Rapid Response
System 1/Implicit Measure



GROW

FUEL BRAND MOMENTUM

- **Attitude and Usage**
- **Dollars + Attitudes®**
- **Brand Equity/Extendibility**
- **Product Claims**
- **Barriers and Motives**
- **Customer Satisfaction**
- **Brand Health Tracking**

Mobile Usage Diaries
Equity Scope
Brand Power Scoring
Mapping, Modeling, Analytics
Strategy Workshops

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