



BEACON TREND WATCH

MORE FOR LESS

Strategy • Branding • Consumer Connections

BETTER (MORE USEFUL!) CONSUMER INSIGHTS THAT COST YOU LESS

How do you gather consumer insights with an ever-decreasing research budget?

With the huge shifts in economic thinking, consumer research is even more critical in today's competitive marketplace. And you need research that is INSTANTLY APPLICABLE to growing your business. But many companies are looking for ways to cut their marketing budgets significantly. Are you one of them? On-line research has provided many cost-effective options for quantitative answers to marketers' questions, but how can you engage in rich, meaningful dialogue to get in-depth answers to today's business questions?

In addition, as a youth marketer, you have the unique challenge of needing to understand the nuances of two target audiences: *parents and kids*.

THE BEACON TREND WATCH

Introducing a *completely customizable* program that has been designed to provide on-going, *cost-effective consumer insights* to help you keep abreast of changing perspectives with both moms and kids.

The Beacon Trend Watch allows you to:

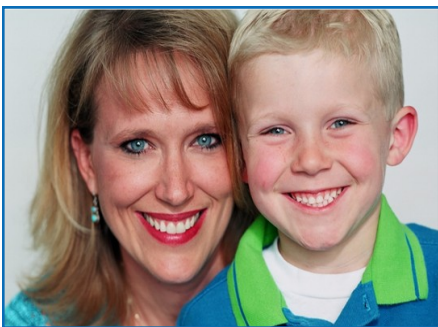
- Monitor the quickly-shifting perceptions of moms and kids
- Engage in rich conversations to get to the heart of consumer thinking and behavioral motivations
- Customize question areas to focus on YOUR business issues
- Reduce your research budgets and SAVE MONEY

"We have been amazed by all that we are learning from this simple yet strategic program. In addition to the clear consumer insights that are impacting our marketing efforts, the findings you uncover are guiding us in our overall approach to business risk assessment."

Bonnie Shapiro, LEGO
Senior Manager Consumer Insights

QUALITATIVE RESEARCH AT AN AFFORDABLE PRICE

We conduct interviews with up to 24 moms and 24 kids to discover the critical issues you need to know!



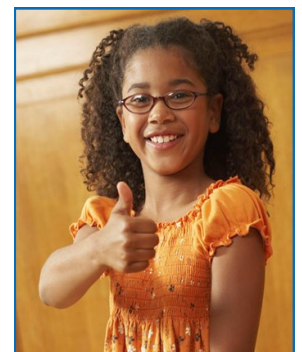
Now you can conduct research at least once per quarter to track changes over time on a single subject while still maintaining the flexibility to switch discussion areas and "adjust on the fly" to changing business needs. We gather insights from:

MOMS: Diad and triad interviews with two or three moms at a time allow for the best of both worlds:

- Identify moms' real feelings and avoid "group think"
- Encourage discussion for more complete consumer exploration

KIDS: Kids' focus groups encourage interaction:

- Kids groups allow researchers and marketers to capture the "real-life, school-yard-type" discussions that kids engage in, while focusing on a topic area of the marketer's choosing



155 Randall Drive • Suffield, CT 06078 • 860.478.0267 • fax: 860.668.4157
Email: info@beacon-marketing.com • web: www.beacon-marketing.com



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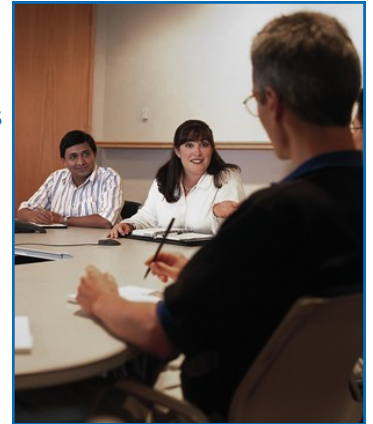
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IN-DEPTH INSIGHTS FOR UNDER \$25K/QUARTER!

This program has been created specifically to provide a cost-effective alternative to traditional qualitative research. Your investment for this on-going learning is \$24,800 per research period.

(Normally, this type of research would cost upwards of \$50,000, but it is now available to you for less than half that price!)

It is designed to be most effective when scheduled annually (at least four times per year), but just get started with the first round. If you are not completely satisfied with the results you get, there will be no further obligation.



WHY BEACON MARKETING?

Marketing Expertise:

Chief Marketing Strategist and moderator Rahna Barthelmess has spent over 20 years in marketing, advertising and brand management fields. One top client said, "Because of your background, you not only answer the specific research questions asked, but you also see the bigger picture issues, help us identify marketplace vulnerabilities, and highlight business-building opportunities that others might not identify so clearly."



Kid Experience:

By being involved with kids for over 12 years and specifically guiding youth marketing efforts for over 7 years for companies like LEGO, Southworth, Zim², and others, Rahna Barthelmess has developed a conversational style that puts moms and kids at ease while getting to the heart of the marketing issues that need exploration.

A Proven Process:

Beacon Marketing has perfected this type of qualitative, combination research that is proven to gather insights from both parents and kids for a 360-degree view of any given topic. It takes a certain kind of moderator to ask the right questions and listen for the underlying truth about a kid's world that will ultimately drive business growth.

Cost -Effective Pricing:

In this economic environment, our clients are finding that, because we don't have the large overhead costs that big agencies and consultancies do, we provide a more cost-effective alternative for their needs (usually 20%-40% less than others).

If you need to do more with less, but still maintain the quality of your research results, call us today. This program offers an affordable way to gather consumer insights, identify business opportunities without breaking the bank!

**To Begin Engaging in Rich Conversations With Your Consumers
And Gather Insights Into Your Biggest Strategic Challenges,
Call 860-254-5907 – Or Send An Email To info@beacon-marketing.com**

Do It Today!



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