

KidzBeat[®] Magazine

SPRING 08

A C&R RESEARCH PUBLICATION.

C&R
RESEARCH

ON THE PULSE OF TODAY'S YOUTH.



It's a small world.

YouthThink: Survey results on social and environmental issues.

Case study:
Get Reel!

Seeing the world through the eyes of youth.



KidzBeat[®] Magazine



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KidzBeat[®] Magazine is published quarterly to keep you current on all the hot topics in today's youth market, drawing from our KidzEyes[®] and TeensEyes[®] panels, now 33,000 members strong. Kids and teens ages 6 to 18 share their experiences, opinions and interests. KidzBeat[®] Magazine also keeps you informed on the latest C&R Research happenings, including our upcoming speaking engagements and conference schedules.

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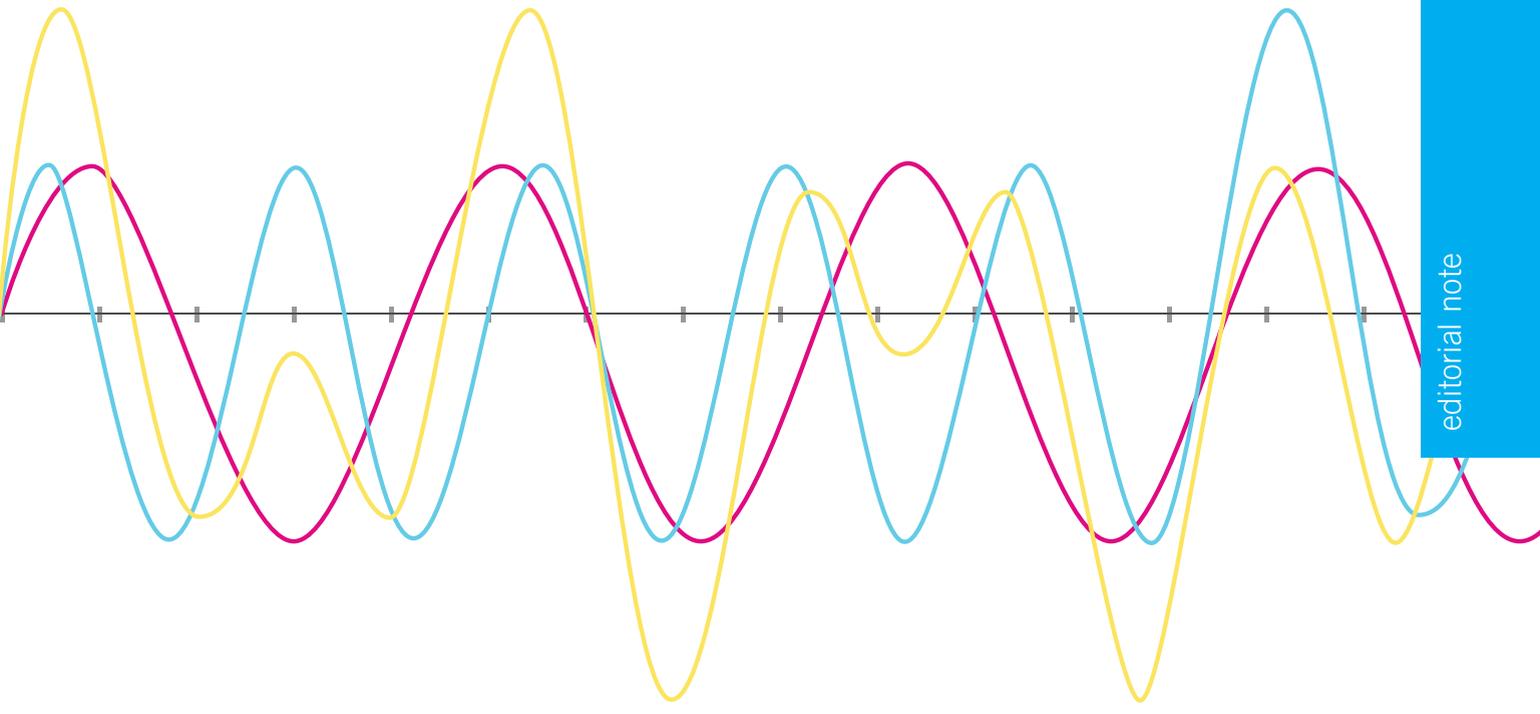
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Based in Chicago, C&R Research is one of the leaders in consumer research. Our youth division is only one of several specialized divisions where we are recognized experts. C&R is continually inventing new methods to keep pace with the rapidly evolving market of today's youth and provides clients with a kid's-eye view of the world as seen through their eyes. We include a variety of traditional as well as customized quantitative and qualitative approaches including monthly online omnibus services.





Paul Metz

From the editor..

“Kids Elect Obama Next President” would make for quite an interesting newspaper headline this fall. And, if it were up to the kids and teens in our online panels, that’s how the presidential election might turn out. To read more about how kids and teens would cast their votes, check out our election article on Page 13.

In this issue of KidzBeat, we also cover other “hot” topics, including kids’ perspectives on going “green.” Our surveys of youth clearly show that the generations behind us will be keenly aware of and sensitive to social and environmental issues. Youth marketers should take note that today’s kids may be quite receptive to green and cause-related marketing programs.

If you speak to any of our youth-focused researchers, you’ll probably hear them stressing the importance of incorporating experiential learning into your research plans. C&R offers a variety of immersive research techniques that are designed to bring the worlds of kids and teens up-close and “personal.” In this issue, we profile one of these techniques—video journals—through an interesting case study about ways kids have fun. In another article, we welcome a guest author, Kelley Styring of InsightFarm, who describes the merits of our Interactive Query® technique as an elegant and effective way to marry both qualitative and quantitative research into one study.

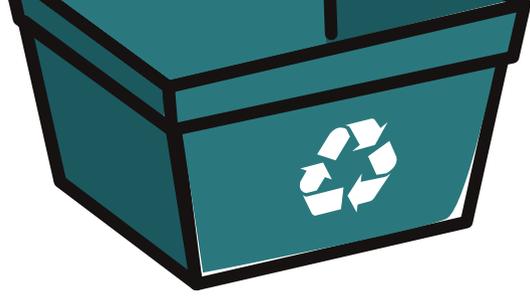
As always, we welcome your comments, questions and feedback!

Enjoy.

Paul







It's a small world after all

Environmental and social issues for youth

In an election year, adults engage in a lot of discourse about environmental and social issues, such as global warming, greenhouse gases, and water shortages, as well as child abuse, drugs, and education standards. So, we started wondering about kids' points-of-view on these topics. Do kids think about these environmental and social issues? Where do they hear about such issues? And, more importantly, do they care?

Well, according to our YouthBeat Report data from January 2008, today's youth care a great deal about these issues. When it comes to the environment, 89% of our youth panelists, ages 6-18, indicated that they felt the environment was an important issue.

Among these environmentally concerned kids, slightly over half (52%) said that endangered animals and their habitats are important to them.

It was interesting to see that different environmental issues catch the attention of kids at different ages. For example, a majority of kids ages 6-9 (57%) cited recycling more than any other issue as being important to them. Whereas, endangered animals is the topic most often mentioned (52%) as important among tweens ages 9-12. Teens, in comparison, were most likely to cite global warming (ozone) (51%) as the issue most important to them.

Interestingly, 65% of the youth we surveyed believed that some or all of the products that their families use are environmentally safe and friendly. When it comes to pollution, about 9 out of 10 also felt that on a national and global level our world is somewhat to very polluted. Clearly, today's kids are being raised, or taught, to be very environmentally conscious.

Turning to social issues, almost all of the kids we surveyed (93%) cited at least one social issue of importance to them, while only 7% indicated no interest in social causes. Among kids ages 6-12, animal welfare was raised more than any other issue. It appears that a discussion with friends and family members is what draws kids' attention to animal welfare.

On the contrary, teens were mostly concerned with child abuse (30%). Teens become aware and sensitized to child abuse through the media rather than through friends or family (53%).

Source: C&R Research YouthBeat Report—January 2008 (Module K)
(Base: n=786)



Spring

Conferences 2008

Discounts Available.

Join Us.

Stay on top of the latest trends in youth marketing and hear the insights of KidzBeat contributors firsthand at upcoming conferences.

KID POWER 2008

ORLANDO, FL
MAY 19-22

Mary McIlrath, Ph.D., Vice President of KidzEyes, will discuss her research into children's play, identifying 5 distinct types of play and showing how they relate to childhood development. She will also discuss the opportunities that exist for marketers in this regard.

Register online by [clicking here](#)¹ and receive a 20% discount by entering code IUS_C&R_#1.

LIVEWIRE: THE SUMMIT REACHING THE 40+ CONSUMER

SAN FRANCISCO, CA
JUNE 2-3

Anne Wall, Senior Vice President of BoomerEyes, will present on the differences among Boomers—highlighting and exploring 4 distinct segments within this generation.

Christine Holt, Vice President of ShopperEyes, will lead a live panel of grandparents in a discussion of their shopping habits.

Register by April 30 and save \$400.

YPULSE NATIONAL MASHUP

SAN FRANCISCO, CA
JULY 14-15

Jacque Lane, Vice President of TeensEyes, will lead a deep dive workshop session examining the world of teens. Her session will include a research presentation on data from the YouthBeat poll examining the trends and behaviors of teens and tweens. She will also lead a live teen panel in a discussion of technology, media and marketing.

Register online by [clicking here](#)² and receive a 10% discount by entering code CRRES.



¹<http://www.kidpowerx.com>

²<http://www.regonline.com/Checkin.asp?EventId=199966>



Christine Holt

It's all qual

Moderator highlight Christine Holt

Christine Holt joined C&R Research's qualitative team, InVision, 5 years ago; she's a passionate world traveler, gourmet cook, avid reader and amateur genealogist.

Christine discovered as an undergrad that research could be a viable field for her. "I knew it was the perfect fit for me because of the balance between logic and creativity." She later earned a Master of Arts in Mass Communication at Ohio University in Athens.

Evidently, her inclination about research being the "perfect fit" for her was on target, which is apparent in her varied exposure and skills across all types of market research. Christine trapezes easily from qual to quant, client side to supplier side, and marketing/analyst to operations with proficient poise.

Christine said that she quickly gained a deep respect for the work and talent at C&R while she worked closely as a Quaker Oats client. As she witnessed first-hand the impact that qualitative research had on her business and was soon presented with the opportunity to try out her own hand at qualitative... she couldn't resist. "The chance to be a moderator without the risk of actually starting my own business sold me. I've never looked back!"

Christine looks forward on every project to meeting with respondents one-on-one, particularly when interviewing them in their homes. She feels that you can really fill in the blanks and get a much deeper understanding of people when they are at home and more relaxed.

When it comes to her clients, Christine would tell you that it's equally important making sure they are relaxed as well. She maintains that little things go a long way, and her clients can always find a fruit or cheese tray available upon arriving at a meeting facility.

She considers herself a consultant of sorts. Clients share their business issues as she tries to narrow in on the best course of action that will help improve their business.

"I think the greatest compliment I can receive," says Christine, "is when a client assimilates an idea that I've put forth. I think my clients 'get more' by having an excellent qualitative research experience—great recruiting, great guidance, moderating that goes deep to the heart of their issues and, most importantly, reporting that develops actionable insights." She continues...

"At the end of the day, I'd like my clients to say they had fun and that either through my moderating or debriefing, they had at least one new thought about their business."

Activities and Hobbies
Entertainment and Media
Shopping
Snacking, Food and Beverage
Internet and Technology
Money and Consumer Spending



Introducing

YOUTHBEAT

The syndicated report.

Coming this Fall, 2008.

YouthBeat is a comprehensive and in-depth view of today's youth based on 10,000 monthly interviews of kids, tweens and teens ages 6-18.

For more information, contact Jacquie Lane, Vice President of C&R Research's TeensEyes division, at 312.828.9200 or email us at youthbeat@crresearch.com.

C&R
RESEARCH

Case study: get reel!

Seeing through the eyes of kids

Developing an accurate understanding of today's youth can be quite a challenge. For us adults, it's all too easy to go astray and develop misconceptions about the youth market. For example, how easy is it to filter your understanding of the youth market through the reactions of your own children? Or, if you don't have children, it's tempting to harken back to your days as a kid and rely on your own past experiences to filter and interpret today's youth market trends. Either perspective will leave you short of a fair or accurate view of today's youth.

Further, television and media don't exactly help bring the youth market into focus, as youth are depicted as much older and "in control" than your average American kid. As a result, being a youth marketer requires a vigilant and discerning eye to understand the true nature of today's youth.

As long-time researchers in the youth space, we know that surveys can only get us so far. If you really want to understand the youth market, it's essential to have first-hand, unfiltered experience with kids—how they behave, what they do, and what they say.

Over the years, C&R has leveraged a variety of techniques and practices to help our clients get up close and personal with the amazing and evolving world of kids. One of these techniques—video journals—is relatively new on the scene, but has become an effective and popular way for any business to immerse itself in the world of kids, without having to invest significant amounts of time, travel or money.

Video journals are now easier to do than ever before, thanks to the advancements in digital video technology. Using inexpensive "disposable" camcorders, we now equip kids, tweens and teens with their own cameras and make them the (enthusiastic) directors of their own video-documentaries. In fact, we encourage our budding directors to take their movie-making assignment seriously by sending them a set of director's clapboards, which they can customize to help create different "scenes" and themes in their videos.

A typical video journal project may include 15-20 participants, who are screened and qualified from our KidzEyes or TeensEyes panels. Once they agree to participate, we send each would-be director/movie star a project kit, complete with video camera, director's clapboards, instructions about the nature of the filming assignment, and extra batteries, of course! Often within two weeks of sending out the cameras, we'll begin to receive cameras back from the participants. Typically, our response rate is great, with 75-85% of participants returning video journals. The "hard" work begins once we have all of the video, as our analysts begin the time-consuming process of watching and logging the video for easy reference during the analysis. After a week or two of watching, re-watching, editing and analyzing, we deliver a written report and a DVD packed with video clips to our eager clients.

Continued on next page

In the past few years, we've conducted video journals on a number of topics. One notable case involved the exploration of tweens and what one of our clients termed "freestyle fun". The challenge of this project was to uncover what real kids do for "no-boundary" fun - were they engaging in the "daredevil" sports popularized on TV and in the X-Games? Or were they exploring the boundaries of fun in other ways? The ultimate goal was to clearly articulate the dimensions of freestyle fun, as they exist with real kids, so that future advertising designed around freestyle fun could resonate effectively among these discerning youth.

When our client, Tony Marcello, Sr. Consumer Insights Associate at General Mills, approached us with this project, he had a clear vision for the type of research he wanted to pursue: something visual, that would enable his brand team to *see* kids engaging in fun activities. Collaboratively, we designed a study that included a mix of visual techniques - collage-building, photo journals and video diaries - all designed to enable kids to show us what they do for fun, their way. These techniques delivered exactly what was needed: intimate views into the world of how tweens have fun in different settings and situations.

Through this research, we were able to shed important light on the fundamental ways in which tweens have fun. For example, we discovered that when tweens explore new boundaries of fun, they don't necessarily have to engage in "extreme" or daring activities. Rather, they often take something very familiar, which they have mastered, and "twist" it or combine it with another activity in inventive ways to come up with something that poses a greater challenge or provides more fun. One 9-year-old girl showed us how she simply combined jumping rope and hopscotch into one activity that yielded more fun than either activity on its own. This type of "doing it my way" is an essential aspect of kid fun. We also learned that, at younger ages, kids' motives for experimenting with different types of fun are not anchored in expressing their style or personality - that doesn't happen until kids are older (middle school). Rather, kid fun is simply for "the fun of it" - the exhilaration, the challenge, the rewarding sense of mastery and accomplishment, and old-fashioned humor and silliness are the drivers.

In this case example, and others, video journals have enabled us to gain deeper and more accurate insights than we could have attained through other research techniques. The beauty of these methods is that they don't rely on kids' short memories to relay their stories and feelings. Rather, we can capture their behaviors and see their reactions in real-time, as they occur, unfiltered by after-the-fact reflection and undegraded by lapsing memories. So, whether you want to peek inside a home to get a view of family dinner time, or monitor "pack" behavior at the local mall, video journals could be just the method to give you the insights you need.



"...when tweens explore new boundaries of fun, they don't necessarily have to engage in "extreme" or daring activities."





When given a choice...take both

The case for Interactive Query®

As I eased the car into traffic, a small imperfection in the pavement jostled my steaming cup of coffee and it dribbled down the front of my shirt. Sound familiar? It's hard to do two things at the same time and do them both well, let alone not look like an idiot. There is a certain precision required to drive a car safely and a certain passion to enjoying a satisfying cup of coffee – and the two are asked to coexist in my life every single day. Though it creates synergy for me in the moment, it potentially creates sacrifice in terms of safety, enjoyment and, every once in a while, self-esteem.

As a Consumer Strategist, I struggle with this daily when it comes to Market Research tools. My clients want and deserve to get the most value they can from every study, sometimes pushing what a technique can do until they break it – or under-serve their learning needs by compromising what a tool is intended to do. We ask people in focus groups to raise their hands and count the numbers. Ugh. We ask people in online surveys to describe the feel of their hand on a suede jacket. Really? While we design studies responsibly and caveat the findings, we are still making compromises.

I had a great boss once say “when given a choice, take both.” This was the first thought that came to mind when introduced to C&R's Interactive Query® tool. Most of my experience with “qual-quant” techniques resulted in compromise – quantitative that was limited to a few geographies and collected in large group settings where bias could occur. The qualitative was never among the people we really wanted to talk to and was rushed as an add-on to

the quant. It felt a little like eating candy—super delicious at the time, but not very substantial. Interactive Query® has not only changed my mind about the melding of quantitative research with qualitative depth, but has turned my opinion of online research on its head.

In the early days of online research, everything was suspect. How was it going to compare to phone and mall studies? Who was really answering the survey? How could online populations be representative? As these questions were addressed, we generally became satisfied and began to do more and more online. This was the time when we should have been motivated by the new frontier to make discoveries that would change how we do business. Generally speaking, this has not been the case. Most online studies are electronically generated versions of our pencil and paper selves. Like avatars, online surveys resemble real life, only they look cooler. Then came Interactive Query®, the first tool that truly leverages the way people interact via their PC, to provide innovative insight.

Continued on next page

A Case Study: A client company had several concepts to explore. They needed to reach a young audience. Interactive Query® was a way to reach this target group in a research construct that was relevant to them. Quantitative questions were programmed in advance with open ends seeded throughout to create the environment for qualitative interaction. Given the “live” nature of IQ, we were able to watch the data compile, particularly the open ends, and insert interactive follow-up probes to net qualitative insight. We noticed that a particular concept was doing well quantitatively and there were many comments about a particular flavor offered. Upon closer inspection, we noticed that this flavor was not offered in the other concepts. By redirecting questions on-the-fly, we were able to understand the appeal of the particular flavor and level the playing field by offering the flavor equally across all concepts. Without the qualitative interaction and the ability to make inquiries in real time, we would have potentially produced a false result for our clients—and would certainly have produced confusion in any case.

And, that’s the beauty of IQ. When given a choice, take both – quantitative and qualitative that both have veracity and provide insights unmatched by other tools. Now, if they could only make a tool to keep the coffee off my shirt – then we’d really have something.

Kelley Styring is a Consumer Strategist and Principal of Insight-Farm Inc. Her specialty is helping formulate growth strategies and innovation programs based on consumer insight and market research. She is also author of the book *In Your Purse: Archaeology of the American Handbag*. She can be reached directly Kelley.Styring@InsightFarm.com or 503-554-5567. www.insightfarm.com or www.inyourpurse.com.



“...the first tool that truly leverages the way people interact via their PC to provide innovative insight.”

KELLEY STYRING

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If kids could vote

Playing politics

It seems that whenever you find yourself in any type of social setting these days the topic of the upcoming presidential election is likely to pop up. As with all U.S. presidential elections, many people by this time have already made up their minds about how they will cast their ballot.

We can pretty much say the same for our YouthBeat pollsters. In a recent online survey, we discovered that 70% of kids ages 6-18 we polled have already made up their minds about whom they would vote for – if they could vote. In fact, even 57% of kids ages 6-9 had an opinion about who they would nominate for president!

The possibility and historic significance of seeing the nation's first woman or first African American president makes this an exciting race for both parents and their kids. We found that our young “voters” were twice as likely to vote for a democratic candidate (Hillary Clinton or Barack Obama) than a Republican. In fact, 44% of kids and teens claim they'd vote for one of the Democratic candidates, while only 22% indicated that they would vote for one of the Republican candidates, John McCain or Mike Huckabee (who was still in the race during February when we conducted our poll).

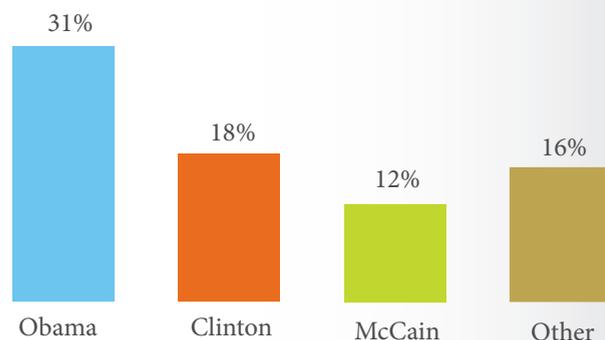
While both girls and boys both leaned more Democratic in our faux primary election, we did notice that girls are more likely to side with the Democrats than boys, 48% to 39%, respectively. On the flip side, boys are slightly more inclined to lean to the Republican right than girls, 24% to 19%, respectively.

In the hotly-contested Democratic primary, we see that boys who would vote Democrat are more likely to support Obama (25%) over Clinton (14%), while girls were nearly split between the Democratic candidates: 25% for Obama versus 23% for Clinton.

Consistent with what is heard in the popular press—that Obama has successfully captured the “young” vote—our 14-18-year-old voters were solidly in favor of Senator Obama, giving him 31% of the vote among all available candidates, Democrat or Republican. This is far ahead of teens' 2nd choice, Hillary Clinton (18%).

Source: C&R Research YouthBeat Report—February 2008
(Module:KAK/TAT) (Base: n=9423)

14-18-year-olds



From kids to teens and magazines!

What youth are reading...

With all of today’s electronic gadgetry, gaming systems, Internet and video that seem to hold sway over our youth, it’s refreshing for many parents to see a kid actually reading something other than a gaming manual. While in a certain way, it can be a “special” thing to see your child recall a combination of keystrokes that will propel him quickly to level 10 of Super Mario Galaxy, it’s particularly special to see a child reading an actual book every now and then. Some kids seem to be born readers and others you’d have to pay in cash to crack open a book. The parents of the latter group are probably thrilled to see their kids reading anything—even if it’s Cosmo Girl or WWE Magazine.

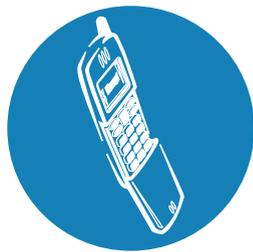
So with reading on our minds, one of our recent YouthBeat surveys asked kids, tweens and teens what they are reading in the way of magazines. We found that 55% of youth claim to read magazines regularly and nearly half of these magazine-readers (48%) are reading 3 magazines regularly. In comparison, we found that only 31% of kids, tweens and teens are reading newspapers.

Among magazine-reading kids, we also discovered that more girls (58%) are reading magazines than boys (50%). This is likely a result of a larger number of magazines targeted specifically to girls—magazines that focus on makeup, fashion, entertainment and celebrity news.

Source: C&R Research YouthBeat Report; Data Collection (Jan., Feb., March) (Base: n=2426)

Most popular magazines

	Among Girls	Among Boys
Ages 6-9	American Girl (32%) Highlights for Children (27%) Nickelodeon Magazine (21%)	Lego magazine (36%) Highlights for Children (24%) National Geographic Kids (23%)
Ages 10-13	American Girl (30%) Seventeen (28%) CosmoGirl (25%)	Sports Illustrated for Kids (27%) Lego Magazine (25%) National Geographic Kids (22%)
Ages 14-18	Seventeen (57%) Cosmo Girl (44%) Teen Vogue (29%)	Sports Illustrated (26%) GamePro (22%) Game Informer (20%)



Get Inside the Minds of Shoppers.

Introducing SHOPPER WAYPOINTS. Powered by C&R Research's ShopperEyes division, the Caprè Group's SHOPPER WAYPOINTS is a quarterly report providing shopper insights and trends. As an ongoing insights exploration, it helps you identify and navigate emerging shopper trends to provide fuel for innovation....and change.

C&R's ShopperEyes division is dedicated to bringing the retail experience to life through innovative qualitative and quantitative research. With years of experience conducting shop-alongs, segmentations, shopper intercepts, in-home ethnographies, and video/photo journals—as well as packaging, concept and positioning work—C&R has helped retail, CPG and restaurant clients across all key channels and categories.

The Caprè Group is at the forefront of crafting winning shopper-centric marketing strategies. Experts at mining and applying shopper insights, they have developed deep understandings of shoppers for 50+ US retailers.

For more information about ShopperEyes or SHOPPER WAYPOINTS, contact Christine Holt at 312.828.9200.





Anne Wall



Christine Holt

Upcoming Webinars

Boomers

Who They Are and What Drives Them

Boomers have tremendous spending power and are an attractive target audience for many companies. If you are interested in learning more about the strong potential the Boomer market holds for your business, join C&R analysts **Anne Wall**, Senior Vice President of BoomerEyes, and **Christine Holt**, Vice President of ShopperEyes, for a webinar presentation of *Boomers: Who They Are and What Drives Them*.

Using data from C&R's annual Lifestyle and Segmentation study, The Boomer Heartbeat, Anne and Christine will give insight into Boomer lifestyles, lifestages, attitudes, values and behaviors. They will also address the views and perceptions Boomers have of life, family, work, finances, health, wellness, shopping and technology.

With video excerpts from in-depth Boomer interviews and a time for Q&A, this is an excellent opportunity to improve your knowledge of this powerful and influential generation.

The webinar will be hosted live Wednesday, May 14 at 2pm CST. For more information contact us at webinars@crresearch.com.

Coming Soon!

Recess to Responsibility Growing up through Play

Join KidzEyes' Mary McIlrath, Ph.D., Vice President, as she examines the role that play has in the world of kids and the opportunity it represents for marketers. Coming in June!

For more information contact us at webinars@crresearch.com.



Mary McIlrath



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Marketing to Latino Consumers?

Get More. Whether you want to learn more about the demographic, develop a Latino-based marketing strategy, or launch your own market research project, we have the tools and the expertise to get that done. Our LatinoEyes consultancy division specializes in the U.S. Latino market, and our team has a deep understanding of both U.S. and Latino cultures.



Quantitative • Qualitative • Specialized Proprietary

“In”—Sites for You to know...

There are many ways to stay current on the ever-changing world of today's youth. We thought it would be helpful to share some of the websites that our youth experts frequently visit to stay on top of what's new, what's happening and what's coming up.

Here you'll find seven sites along with a brief description, which cover various categories from the latest gadgetry to vogue fashion trends.

www.kotaku.com

GOSSIP, NEWS AND LEAKS FOR OBSESSIVE GAMERS

www.tcritic.com

THE DAILY T-SHIRT FASHION AND DESIGN BLOG ABOUT T-SHIRTS

www.similarminds.com

PERSONALITY TEST SITE COMMUNITY

www.vulturedroppings.com

AN "UNUSUALLY INCISIVE AND OCCASIONALLY CRUEL TRENDSPOTTING" WEBLOG

www.ypulse.com

DAILY NEWS AND COMMENTARY ABOUT GENERATION Y FOR TEEN MEDIA AND MARKETING PROFESSIONALS

www.gizmodo.com

AN ONLINE REVIEW DEDICATED TO GADGETS, GIZMOS, AND CUTTING-EDGE CONSUMER ELECTRONICS

www.engadget.com

TECHNOLOGY INDUSTRY-FOCUSED WEBLOG WITH NEWS COVERAGE, FOR BOTH INDUSTRY INSIDERS AND CONSUMERS

www.missbimbo.com

NO DESCRIPTION NEEDED!
 (WELL, OK, NEW ONLINE VIRTUAL GAME THAT RECENTLY HIT THE U.S. BY WAY OF FRANCE TO THE UK)

The cable guy

Jeff Berman recalls the birth of an industry...

C&R Research has some client partnerships that span years, even decades. But one such partnership, with the cable television industry, is what Jeff Berman, C&R's Executive Vice President, might call intimate—and with good reason.

It's one thing for a company to boast of long-term client relationships, but it's something else entirely to say that, as a research partner, you've witnessed the birth of a major consumer industry. It might be something like watching a child taking its first steps, then toddling into some bumpy formative years, and finally making a place for itself in the world amongst fierce competitors.

More than that, Jeff Berman, who comes off more like a proud uncle to the cable industry than a research provider, has worked closely with some of the big hitters, such as Cox, Time Warner and Comcast. He's witnessed firsthand the growth of this industry, and the dramatic effect it has had on the television. Cable has taken household TV from what it was in the 1980's—a fuzzy picture (with bunny ears) and only a handful of local channels, to what it is today—a crystal clear picture, hundreds of channels, and programs offered on demand. Jeff and his team contributed to this revolution as well, with custom research designs and tracking studies that have helped some of these companies get a clear sense of direction and improve their standing in the marketplace.

Berman is also protective and loyal to the industry. Having made a commitment in the 90's to work only in the cable industry to the exclusion of all satellite, dish network and other direct cable competitors.

Jeff Berman's experience in the industry goes beyond client partnerships with his long-term involvement in CTAM (The Cable & Telecommunications Association for Marketing). Since his participation in the first CTAM Research Conference back in 1983, Jeff's involvement has been steady—having attended every conference event since the beginning (the only member who can make that claim) and witnessing the event's growth from 15-20 attendees to its current size of more than 350 attendees.

This past February, Jeff Berman was recognized at the 25th anniversary of the CTAM Research Conference for his dedication and long-standing reputation in the cable television industry. During his speech Jeff recalled the early years as he helped navigate the industry with fellow colleagues. At the same time, he encouraged the younger and more recent attendees to look ahead at the uncharted territory where he, along with other devoted research visionaries, have clearly left their imprint.



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wouldn't it be cool to work together?

