



Get on the Bus!

GO BACK TO SCHOOL WITH
KALEIDOSCOPE AND KCW RESEARCH.

 Introducing a unique opportunity to spend the day at an actual school and immerse yourself into the life of your target audience.

We offer a day long event package led by research and youth marketing experts. It includes:

- ✓ Observational research and direct interaction with your target consumers in the lunchroom
- ✓ A focus group session with 6 to 8 students
- ✓ A custom quantitative assessment of consumer attitudes on key points

You'll leave well schooled in both the mind-set of today's youth as well as how they view your product, category and your competition.

Schedule Includes:

- 10:00 a.m. Morning bell
- 10:00 - 10:30 Arrival, meet the Principal
- 10:30 - 11:00 Briefing
- 11:00 - 1:00 Lunchroom observation and discussion
- 1:00 - 2:30 De-brief and lunch
- 2:30 - 4:00 Focus group
- 4:00 - 4:30 De-brief and dismissal

 **TO RESERVE YOUR SEAT ON THE BUS, PLEASE CONTACT: KATE WAGENLANDER AT 843-723-4070 OR KATE@KCWGLOBALRESEARCH.COM**

Program Benefits

This in-school research opportunity is **completely customized for your Brand**. Objectives are outlined in a meeting prior to the big day and are integrated into the custom-tailored lunchroom discussion points, focus group moderator guide and quantitative survey. **There will be no other Brands present and no other agenda other than yours.**

In addition, so that you can maximize the value of your gathered intelligence and share with colleagues, we will **provide you with a newsletter including key findings and photos.**

Timing, markets and school demographic profile are all flexible. Elementary, middle, and high school are available.

Come experience a true "Day in the Life" of today's youth with the experts from:



About Kaleidoscope:

Kaleidoscope is the nation's premier full-service, youth marketing agency that connects the world's leading brands to more than 100 million kids, tweens, young adults, and moms through a variety of unique and innovative grassroots marketing channels.

Kaleidoscope's founding principle and daily resolve is a simple and important one...our work must enrich the lives of today's youth through unique corporate partnerships that provide positive messages and interactive fun.



About KCW Global Research:

KCW Global Research is a qualitative research firm that helps companies connect and learn from their consumers through focus groups of varying types and sizes. Customized methodologies allow consumers to share their true feelings so that they can be leveraged against the client's strategic vision through careful analysis.

KCW Global Research serves a wide client base of Fortune 500 companies and has extensive experience with a range of consumer targets, including children.