



Multicultural. Intercultural. Polycultural.

Whatever you choose to call it, we will enrich your understanding of the individuals behind the data. It's *literally* in our DNA.

Uncover the stories that define your consumers and drive their decisions.

WE ALL LIVE IN A MULTICULTURAL WORLD.

Cultures are no longer separate entities, but rather influencers over each other. The variety of cultures, ethnicities and lifestyles—and the dynamics that intertwine them—define today's marketplace and how consumers interact with brands around them.

Consumers seek brands they can relate to...brands that are evolving in the same direction and at the same pace as the multifaceted culture we live in. Because of this tangled web of influences, brands must focus on understanding consumers from a holistic perspective that encompasses the impact of all cultures on each other and on the overall consumer.

C+R Research's CultureBeat® division will help you navigate through the new realities of the American social fabric.

WE LIVE MULTICULTURAL.

We are a team of thoughtful, expert researchers from diverse ethnic and cultural backgrounds. Our research is driven by a constant desire to uncover what makes people different across relevant cultural nuances, while uncovering global realities that apply to everyone.

We're passionate about cultures and always eager to share our knowledge with our clients to help drive their success and navigate the ever-changing dynamics of the new American consumer.

Whether you're looking for a total market strategy, or developing a deeper understanding of specific cultural segments, we've got you covered.

By 2055, the U.S. will not have a single racial or ethnic majority. Over the next five decades, the majority of the U.S. population growth is projected to be linked to new Asian and Hispanic immigration.

(Pew Research Center)

culturebeat

The multicultural research division of C+R Research.

OUR APPROACH

We're nimble and innovative in our approach to research and adapt our methods to the audience.

We dig deep into what consumers think, feel, and how they live, as well as how they evolve in the ever-changing multicultural prism. And, we are not afraid to rely on creativity and out-of-the-ordinary approaches in order to truly understand the ever-changing multicultural consumer.

Our insights are driven by our passion to uncover the consumer or shopper—we know these people, we are these people, we go beyond research to add context based on our own background and experiences.

OUR BREADTH OF METHODOLOGIES

Qualitative Expertise

- In-person
- Online
- Communities
- Ethnographies
- Shop-alongs
- Mobile
- Ideation

Quantitative Expertise

- Online
- On-site Malls or CLT
- Telephone
- Placements
- Pre-recruits
- Qual-Quant
- Mobile
- Communities/Panels

TOPICS AND TECHNIQUES

- 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

Cultural Immersion

Firsthand experience: Walk through and explore an ethnic or cultural community. See the neighborhood, walk in your consumers' shoes, chat with consumers, immerse yourself in the culture with your CultureBeat® guides.

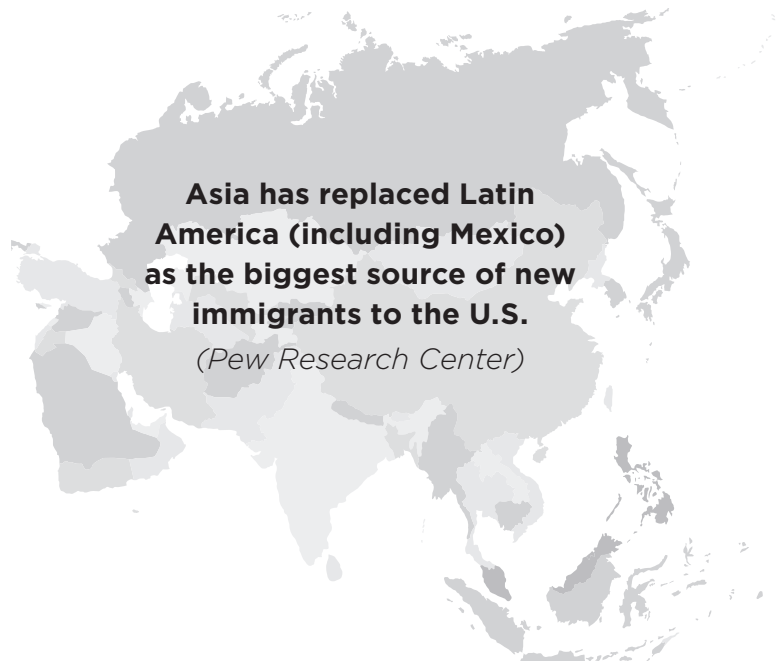
Experience the brands: Shop the local stores, compare brands, see how brands interact on the shelf, see how they're used in-home.

Empathize with your consumers: share intimate conversations with consumers, experience their lives, their homes, their neighborhood

Mobile Depth & Breadth

Reach hard-to-find audiences: We are able to intercept consumers on the go via mobile pay walls with our Lasso recruiting methodology.

Breadth & Depth: Ability to reach a large audience to get the quantitative data stability you seek, while utilizing the flexibility of mobile devices to gain more depth through video blogs, pictures, emoticons, etc.



For more information about C+R Research's CultureBeat® division, contact brendah@crresearch.com or jorgem@crresearch.com, or call (312) 828-9200.